



The Book Industry's Supply Chain Organisation
7 Ridgmount St, London, WC1E 7AE
BIC is 21 years old! (1991 – 2012)
[Follow us on Twitter @BIC1UK](#)
[Like us on Facebook](#)
[Connect with us on LinkedIn](#)

BIC's NEW TRENDS SEMINAR 2012
RIBA, 66 Portland Place, London, W1B 1AD
20th June 2012

Twitter: #bicnewtrends12

Sponsored by:

the **carrot**group®

PROGRAMME

- 14.00** **Registration and coffee**
- 14.20** **Introduction and welcome. What does BIC mean by Supply Chain?**
Karina Luke, Executive Director, BIC
- 14.30** **The Benefits to Publishers of DRM free ebooks and New Trends in Online Marketing**
Vicky Hartley, Marketing Director and Head of Digital, Duncan Baird
- 14.50** **The Impact of Digital Publishing on the British Library and the Developing Role of Legal Deposit**
Andy Davis (Deposit and Digital Acquisitions) and **Nick Townend** (Head of Digital Operations), The British Library
- 15.10** **Reach more readers: new opportunities in the digital age**
Peter Osborne, Chair of the Right to Read Alliance, RNIB
- 15.30** **Rethinking the Future**
Martyn Daniels, Digital Executive and Change Agent
- 15.50** **Break**
- 16.05** **Ebook Retailing and Publishers: is Pottermore the New Blueprint?**
Matteo Berlucchi, CEO, Anobii
- 16.25** **Don't Diss the Dis-tribution!**
David Smith, Distribution Director, Macmillan Distribution
- 16.45** **Jet packs for course packs: new reach and new revenues from academic publications**
Hamish Brocklebank, Co-founder, Flooved
- 17.05** **To 2013 (infinity?) and beyond**
Will Atkinson, Sales and Marketing Director, Faber & Faber.
- 17.25** **Questions**
- 17.30** **Close**
Karina Luke



The Book Industry's Supply Chain Organisation