



### BIC's Battle No.3:

**To use ISBNs or not to use ISBNs, that is the question...**

### PROGRAMME

**Monday 30<sup>th</sup> September 2013**

### **Durham Street Auditorium, RSA, London**

An opportunity to engage with a panel of industry experts as they debate ISBNs  
in today's & tomorrow's world of digital publishing

### **Twitter #bicbattle**

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|--------|---------------------------------------------------------------------------------------------------------------------------------------------|
| 1.30pm | <i>Coffee &amp; registration</i><br>(attendees vote (ballot box) either in favour, or not in favour of using ISBNs (anonymously))           |
| 2.00pm | Welcome & introduction to BIC, Karina Luke, Book Industry Communication                                                                     |
| 2.05pm | Introduction to the panel & the concept behind BIC Battles<br><br>Results of first audience vote - Karina Luke, Book Industry Communication |
| 2.10pm | Panel member presentations                                                                                                                  |
| 2.40pm | On-stage panel discussion with panellists (moderated by BIC)                                                                                |
| 3.10pm | Coffee break                                                                                                                                |
| 3.40pm | Welcome back                                                                                                                                |
| 3.45pm | Open-floor Q&A session from audience to to panellists (moderated by BIC)                                                                    |
| 4.15pm | Twitter Q&A session                                                                                                                         |
| 4.30pm | Observations and wrap up                                                                                                                    |
| 4.40pm | Closing thanks<br><br>Final audience vote (anonymous) upon leaving the auditorium                                                           |
| 4.45pm | Drinks Reception & results of voting announced.                                                                                             |
| 6.00pm | END                                                                                                                                         |

Event kindly sponsored by Bowker: [www.bowker.co.uk](http://www.bowker.co.uk)

