

## Book Industry Communication

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## THE 13<sup>th</sup> LBF SUPPLY CHAIN SEMINAR

**The Cromwell Room**  
**London Book Fair at Earls Court**  
**Wednesday 18 April 2012**

### PROGRAMME

- 10.00 Introduction and welcome**  
Mark Majurey, Chair of BIC's operational board
- 10.05 Managing digital creativity**  
Dan Franklin, Random House
- 10.25 IBIC: what is it and what problems will it solve?**  
Howard Willows, chair of the IBIC steering committee  
Jesus Peraita, DILVE
- 10.50 The global customer: a total cost of ownership view**  
David Hetherington, Baker & Taylor
- 11.15** Break
- 11.25 The challenge of digital; the impact of change**  
Peter Kilborn
- 11.40 Does metadata grow sales? The facts**  
Jonathan Nowell, Nielsen
- 12.00 Recent developments in content licensing**  
Michael Healy, Copyright Clearance Center
- 12.20 A new agenda for BIC**  
Karina Luke, BIC
- 12.30 Close