



BIC's Battle No.3:

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

PROGRAMME

Monday 30th 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

- | | |
|--------|---|
| 1.30pm | <i>Coffee & registration</i>
(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

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
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

