THE 13th 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