

BIC'S NEW TRENDS IN PUBLISHING SEMINAR 2016

The Stationers' Hall
(Ave Maria Lane, London EC4M 7DD)
Tuesday 6th September 2016
9:30am – 1pm

#BICnewtrends @BIC1UK

PROGRAMME

09.30 Registration, arrival refreshments

10.00 Welcome and introduction

Karina Luke, Executive Director, BIC

10.05 The Dynamic Book Supply Chain – Solutions for the 21st Century

Ruth Jones, Director, Publisher Business Development, Ingram Content Group

The supply chain has altered beyond recognition in recent years: New types of retailers online and off combined with changes in customer behaviour means that no-one in the supply chain can be complacent that their role will remain unchanged. The 'me economy' brings new pressures and demands for product discovery and supply. How can we respond to ensure we have healthy and thriving industry, ready to respond to the increasing pace of change?

10.30 Questions (5 minutes)

10.35 Accessible Publishing and the Marrakesh Treaty

Richard Orme, Chief Executive, DAISY Consortium

Hear from Richard why we should all be thinking about accessible books and publishing, now more than ever, with an update on the Marrakesh Treaty and its implications, including how it is likely to impact on supply chain, metadata, and formats.

11.00 Questions (5 minutes)

11.05 Data Protection: Brexit and the GDPR

Natalie Smith, Associate, Harbottle & Lewis

Until the recent referendum outcome UK businesses processing personal data, including the majority of the publishing industry, were gearing up for the arrival of the new European General Data Protection Regulation in 2018. But will leaving the EU now mean the end of the GDPR for UK businesses? We will discuss this important question and how to prepare for the possible outcomes during the session.

11.30 Questions (5 minutes)

11.35 Coffee Break

P.T.O

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PROGRAMME (CONTINUED)

12.00 Nielsen Book Metadata White Paper – What are the Latest Trends and How Does this Impact on the Supply Chain and Ultimately the Consumer?

Andre Breedt, Director Book Research International, Nielsen Book

Nielsen will present key findings from their hot off-the-press, refreshed White Paper.

12.25 Questions (5 minutes)

12.30 Setting the World to Rights: Why Knowledge is Power (and Profit)

Florin Craciun, Head of Sales, Ingenta

Managing intellectual property has never been more complex. Conducting a rights portfolio audit yields critical information that legal, financial and rights teams can utilise to better understand what rights they own, are exploited or untapped, as well as what contract terms are in place. A rights audit also provides a publisher with key data to inform smarter investment decisions. In this session, Ingenta provides critical insights into this new methodology and shares thoughts on the many opportunities that smarter management of rights programmes presents for publishers.

12.55 Questions (5 minutes)

13.00 Thanks and Close – Karina Luke

END

A WORD ABOUT OUR SPONSORS:



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