

BIC'S NEW TRENDS IN PUBLISHING SEMINAR 2017

The Stationers' Hall
(Ave Maria Lane, London EC4M 7DD)
Tuesday 5th September 2017
9:30am – 1pm

#BICnewtrends @BIC1UK

PROGRAMME

09.30 Registration, arrival refreshments

10.00 Welcome and introduction

Karina Luke, Executive Director, BIC

10.05 Where Books Change Lives – the Logistical Challenges of Getting Books into Conflict and Post-Conflict Areas

Alison Tweed, Chief Executive, Book Aid International

In this session Alison will profile Book Aid International's work and on how it is reaching out to those most in need. She will talk about the logistical challenges of getting books to conflict and post-conflict areas, working in very remote communities and creating book-rich environments in urban slums in Africa. She will speak about how a book that is surplus to stock requirements in the UK -and which would otherwise be pulped- can become a life-changing gift to a library, school or refugee camp in Africa and beyond.

10.30 Questions (5 minutes)

10.35 Are You GDPR Ready? Gearing Up for the New 2018 Data Protection Laws

Alex Hardy, Senior Associate, Harbottle & Lewis LLP

Alex will give an overview of the forthcoming changes to data protection law which come into force in May 2018. She will explain why you need to start preparing for those changes now and provide examples of some practical steps publishing and technology companies are already taking to get their businesses GDPR-ready.

11.00 Questions (5 minutes)

11.05 Audio Publishing – Panel Discussion

Caroline Beggan, International Content Manager, Storytel Group

Tom Herbert, Client Integrations Supervisor, Ingram Content Group

Hazel Kenyon, Director of Book Research UK, Nielsen Book

Sarah Shrubbs, Audio Publisher, Hachette and Chair of The PA's Audio Committee

A panel discussion on the recent rise in popularity of this format and an exploration of the challenges and opportunities it presents to stakeholders in the supply chain, including consumers.

11.30 Questions (5 minutes)

P.T.O

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PROGRAMME

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11.35 Coffee Break

12.00 Transactional Data Trends: Global Standards v Book Industry Specific Standards

Clive Herbert, Head of Publishers Services, Nielsen Book Discovery Services

The book supply chain continues to evolve. As fast as it is consolidating it is also fragmenting. What role do standards have in helping us achieve a totally automated supply chain? Is that even possible? Should we be looking outside our own industry for ideas? Clive Herbert, Head of Professional Services at Nielsen Book will present some thoughts.

12.25 Questions (5 minutes)

12.30 Next Generation Paper – Using Augmented Reality and Printed Electronics to Connect Paper to the Internet

Miroslaw Bober, Professor of Video Processing, University of Surrey

12.55 Questions (5 minutes)

13.00 Thanks and Close

Karina Luke, Executive Director, BIC

END

A WORD ABOUT OUR SPONSOR:



Nielsen Book is a leading provider of search, discovery, commerce, consumer research and retail sales analysis services globally.

Nielsen runs the Registration Agencies (ISBN and SAN Agencies for UK & Ireland), provides search and discovery products through its Nielsen Book Discovery product range including BookData; electronic trading via Nielsen

Book Commerce including BookNet and PubEasy services; retail sales analysis via Nielsen Book Research including BookScan and consumer research through its Books and Consumer Survey. Nielsen Book uses information from across the company to provide digital insights for clients.

Nielsen is a global market information and measurement company with market leading positions in consumer information, television and other media measurement, online intelligence and mobile measurement.



Book Industry Communication Ltd (BIC)

BIC is the book industry's independent supply chain organisation, committed to improving the efficiency of the trade and library supply chains, reducing cost and automating processes. BIC is committed to creating an efficient supply chain for both physical and digital products across the entire book industry, working with all relevant stakeholders to eliminate wasteful and time-consuming practices and implement solutions acceptable to all. BIC's unique position of trust with all parties in the supply chain makes it possible to reach agreement on dependable standards and ways of working. Training is also at the heart of BIC's activities and BIC strongly believes that successful businesses start with people.

Find out more: www.bic.org.uk