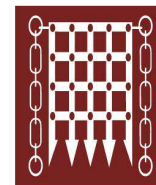


Westminster Media Forum Keynote Seminar: Book publishing and the wider creative market - cross-sector collaboration, copyright and new avenues for growth

Timing: Morning, Tuesday, 24th January 2017

Venue: The Caledonian Club, 9 Halkin Street, London SW1X 7DR

Agenda subject to change



**WESTMINSTER
MEDIA FORUM**

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Westminster Media Forum's opening remarks**
Amy Cutter, Producer, Westminster Media Forum
- 9.05 - 9.25 **Industry and policy priorities for UK book publishing**
Stephen Lotinga, Chief Executive, The Publishers Association
Questions and comments from the floor
- 9.25 - 10.35 **Competing in the new content economy**
In light of increasing competition from new entrants and the fragmentation of audiences in the global media market, how well is the UK book publishing sector faring - particularly focusing on discoverability and access to diverse content, audience development and product innovation? With mobile being identified as a key publishing platform for the future, what technological and creative opportunities and challenges does the sector face in fully realising mobile publishing's potential? As digital self-publishing becomes a mainstream proposition, how is this changing ideas of authorship and supporting diversity in voices?
Justine Solomons, Founder, Byte the Book and Director and Co-Founder, Byte Consultancy
Sarah Shaffi, Online Editor and Producer, The Bookseller
Sam Missingham, Head of Audience Development, HarperCollins
Nicola Solomon, Chief Executive, Society of Authors
Shoo Rayner, Author and Illustrator
Questions and comments from the floor
- 10.35 - 10.55 **The print revival: the next steps for physical retail**
Rosamund de la Hey, President, Booksellers Association and Owner, The Mainstreet Trading Company
Questions and comments from the floor
- 10.55 - 11.00 **Chair's closing remarks**
Stephen Lotinga, Chief Executive, The Publishers Association
- 11.00 - 11.25 Coffee
- 11.25 - 11.30 **Chair's opening remarks**
Lord Clement-Jones
- 11.30 - 11.45 **Latest on the modernisation of the EU copyright framework and the implications of Brexit**
Paul Herbert, Partner, Goodman Derrick
Questions and comments from the floor
- 11.45 - 12.55 **Cross-sector creative and commercial collaboration**

Redefining the book: the origin and development of digital storytelling
Professor Alexis Weedon, Chairholder, Chair in New Media Forms of the Book, UNESCO and Head, School of Culture and Communications, University of Bedfordshire

'Synergy between film, television and books: The adaptation process and beyond'
Simon Cornwell, Co-Founder and Co-Chief Executive Officer, The Ink Factory

'New Audience development: The advantages of cross platform storytelling'
Crystal Mahey-Morgan, Founder, OWN IT!

The future of mobile gaming in the book publishing industry
Oli Christie, Chief Executive Officer, Neon Play

The next steps for transmedia storytelling in publishing
Guy Gadney, Director, To Play For

Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Lord Clement-Jones
Amy Cutter, Producer, Westminster Media Forum