

## Westminster Media Forum Keynote Seminar:

### Assessing key issues in book publishing - monetising content, sector skills and new avenues for growth

Timing: Morning, Thursday, 3<sup>rd</sup> March 2016

Venue: Royal Over-Seas League, Over-Seas House, Park Place, St James's Street, London SW1A 1LR



Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
**Lord Tope**, Officer, All-Party Parliamentary Group on Literacy
- 9.05 - 9.15 **An overview of the UK consumer book market**  
**Douglas McCabe**, Chief Executive Officer, Enders Analysis
- 9.15 - 10.25 **Competing in the wider content economy - commercial opportunities and challenges**  
*What are the latest trends in consumers' relationships with reading and technology? With the UK consumer book market facing increased competition from the proliferation of media content available online and on mobile, what are the most promising approaches to adapting business models for the future sustainability of different businesses within the sector and for the industry as a whole? How are traditional book retailers maintaining their competitive position within the market as digital book buying and sharing continues to grow? What are best practice examples of publishers and digital platforms unlocking the potential of mobile and other growing alternative platforms to engage audiences and what are the key technological barriers to overcome? How are authors faring in the changing consumer books market; what does fair compensation look like in the digital age, and how should the industry and business models develop to ensure that creativity is rewarded and sustained? How is the self-publishing model evolving in light of new technologies and platforms, and how is this trend likely to impact consumer attitudes and the value chain?*  
**Nicola Solomon**, Chief Executive, The Society of Authors  
**George Walkley**, Head of Digital, Hachette UK Group  
**Michael Tamblyn**, President and Chief Executive Officer, Rakuten Kobo  
**Tim Godfray**, Chief Executive, Booksellers Association of the UK & Ireland  
Questions and comments from the floor with **Douglas McCabe**, Chief Executive Officer, Enders Analysis
- 10.25 - 11.15 **The publishing workforce - re-skilling and next steps for increasing diversity**  
*With the publishing industry fast evolving as part of the wider converged media landscape, how successfully is the workforce adapting, supporting and facilitating change? What is a typical essential skillset for a successful career in publishing, and what does the sector need from its workforce to ensure future sustainability and competitiveness? What role can higher education - as well as in-house training - play in ensuring the next generation of talent are fully-equipped for the future? With the rise of self-publishing as a new route to market for many authors, what advice services are or need to be available to support their career progression? What more can be done to increase awareness of and access to careers within the publishing industry in order to increase diversity in the workforce?*  
**Josie Dobrin**, Chief Executive, Creative Access  
**Jacks Thomas**, Director, The London Book Fair  
**John Athanasiou**, Director of People, HarperCollins Publishers  
Questions and comments from the floor
- 11.15 - 11.20 **Chair's closing remarks**  
**Lord Tope**, Officer, All-Party Parliamentary Group on Literacy
- 11.20 - 11.50 Coffee
- 11.50 - 11.55 **Chair's opening remarks**  
**Lord Clement-Jones**, Vice Chair, All-Party Parliamentary Group on Intellectual Property
- 11.55 - 12.10 **Competing in the international book market - industry and policy priorities**  
**Emma House**, Director for Publisher Relations, The Publishers Association
- 12.10 - 12.55 **New markets, export strategies and IP management**  
*With export sales accounting for 44% of the UK book market's total revenue, how can the UK consumer book successfully compete at a global level? Which emerging markets offer the greatest opportunities for UK authors and publishers going forward? What further support from Government, their agencies and others is needed to enable both established publishers and innovative start-ups to grow and develop their export businesses? How can UK publishers interact globally to maximise copyright assets and what are best practice examples of monetising content rights across media platforms and territories? In light of the European Commission's review of the copyright framework, how would a move towards harmonising national copyright regimes across the EU impact key stakeholders within the UK consumer book market?*  
**Andre Breedt**, Director, Book Research, Nielsen  
**Gareth Cuddy**, Chief Executive Officer and Founder, Vearsa  
**Victoria Gaskell**, Partner, Olswang  
Questions and comments from the floor with **Emma House**, Director for Publisher Relations, The Publishers Association
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**  
**Lord Clement-Jones**, Vice Chair, All-Party Parliamentary Group on Intellectual Property  
**Amy Cutter**, Producer, Westminster Media Forum