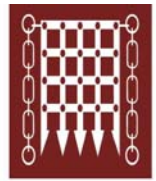


**Westminster Media Forum Keynote Seminar: Prospects for books, publishing and libraries - digital strategies, revenue opportunities and policy priorities**

Timing: Morning, Tuesday, 4<sup>th</sup> November 2014

Venue: One Great George Street, London SW1P 3AA



**WESTMINSTER  
MEDIA FORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
**Lord Tope**, Chair, Libraries All-Party Parliamentary Group
- 9.05 - 9.30 **The UK publishing market - innovation, market dynamics and copyright protection**  
**Richard Mollet**, Chief Executive, The Publishers Association  
Questions and comments from the floor
- 9.30 - 10.25 **The next chapter - market dynamics, digital strategies and consumer data**  
*With the ebook market now well established, what are the key implications for publishers, authors and others in terms of changing business models, consumption patterns, and market dynamics? How will planned VAT changes affect UK book retailers, publishers and authors? What impact is the dual market of physical and digital books having on competitiveness and commercial strategies, and how is this set to develop? In what ways are retailers and publishers successfully tackling the challenges of discoverability in the digital publishing market? How is the industry realising the commercial potential of consumer data for audience outreach, marketing and wider business objectives? What are the main challenges for analysing this data and acting on the information gathered? What can the industry learn from shifts in the music market away from a unit-download model to subscription streaming and what are the other emerging models for selling and distributing content - such as customisation and bundling? What are the priorities for policy and practice in IP protection to encourage investment and help growth in new online business models?*  
**Iain Stansfield**, Partner, Olswang  
**Jasper Sutcliffe**, Head of Buying, Foyles  
**Gordon Wise**, Senior Literary Agent, Curtis Brown and Vice-President, Association of Authors' Agents  
**Stephanie Duncan**, Digital Media Director, Bloomsbury Publishing  
**Michael Tamblin**, President and Chief Content Officer, Kobo  
Questions and comments from the floor
- 10.25 - 11.05 **Great expectations - digital self-publishing**  
*With the practice of digital self-publishing growing, what is the impact - now and into the future - on the wider publishing industry, and the relationship between literary agents, publishers, retailers, authors, rights professionals and readers? Will self-publishing continue to represent a stepping stone to becoming traditionally published or will it become a sustainable business model for authors? With the success of Amazon Kindle Direct Publishing as a platform for identifying and signing new authors, what new opportunities do in-house self-publishing solutions offer traditional publishers to capitalise on rising talent and monetarise their expertise? How might these services affect the role of literary agents and other intermediaries in the publishing process? What are the key challenges for authors independently publishing their work?*  
**Dr Alison Baverstock**, Associate Professor, Department of Journalism and Publishing, Kingston University London  
**Jeremy Thompson**, Managing Director, Troubadour Publishing  
**Nicola Solomon**, Chief Executive, The Society of Authors and Director, Literary and Dramatic Works, British Copyright Council  
Questions and comments from the floor
- 11.05 - 11.10 **Chair's closing remarks**  
**Lord Tope**, Chair, Libraries All-Party Parliamentary Group
- 11.10 - 11.35 Coffee
- 11.35 - 11.40 **Chair's opening remarks**  
**Lord Tope**, Chair, Libraries All-Party Parliamentary Group
- 11.40 - 12.05 **Supporting the public library service - priorities for policy**  
**William Sieghart**, Chair, Independent Library Report Panel for England  
Questions and comments from the floor
- 12.05 - 12.55 **Turning the page - towards a sustainable public library service**  
*As the jointly commissioned independent review into the future of the public library service reports to DCMS and DCLG, what should be the key priorities for local and national Government going forward to ensure the future of the public library service? What are notable examples of where the service is proving a wider community asset and key point of access for employment advice, education and social welfare services? What are the options for libraries innovating and widening their activities to generate additional income - enhancing services and improving sustainability? Should the public library become a statutory service for local authorities going forward in order to guarantee its economic sustainability? How can investment be used to best effect - particularly in terms of qualified personnel, opening hours and resources made available to users? What are the next steps for optimising and standardising library digital facilities to offer innovative service nationwide and aid the development of eLending?*  
**Barbara Band**, President, Chartered Institute of Library and Information Professionals (CILIP)  
**Brian Gambles**, Director, Library of Birmingham, Birmingham City Council  
**Ken Chad**, Chief Executive Officer, Ken Chad Consulting  
**Tim Godfray**, Chief Executive, Booksellers Association of the UK & Ireland  
**Brian Ashley**, Director, Libraries, Arts Council England  
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**  
**Lord Tope**, Chair, Libraries All-Party Parliamentary Group  
**Peter van Gelder**, Director, Westminster Media Forum