



The Programme

In collaboration with:



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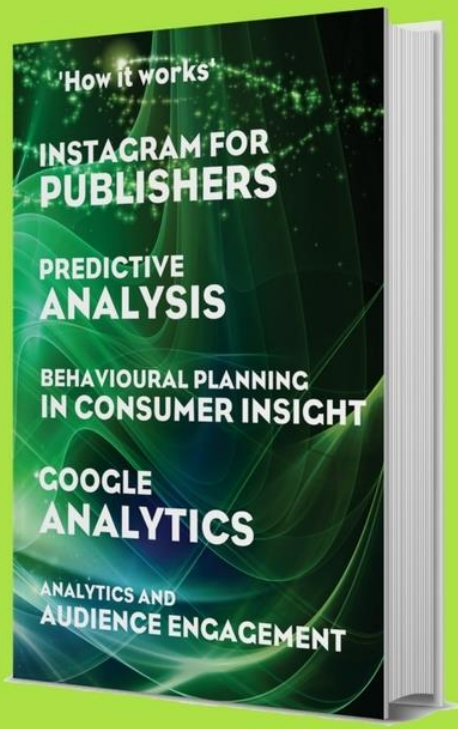
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In association with:
THE PUBLISHERS ASSOCIATION

- 09:30** **Welcome from Jacks Thomas Director of The London Book Fair**
- 09:35** **Welcome and Introduction**
James Spackman
- 09:40** **Keynote: The 2016 Book Market Highlights from the Books & Consumers 2016 Survey**
Steven Bohme, UK Research Director, Nielsen Book Research
- 10:15** **Beyond the Transaction: Growing Affinity with Today's High Expectation Consumer**
Sophie Corcut, CDR, Creative Intelligence
- 10:55** **Coffee Break**
- 11:15** **Leveraging Data for Insightful Publishing**
Chair: Jo Henry, Nielsen; Lauren Romeo, Tekstum; Nick Wells, Flame Tree; Louise Vinter, Penguin Random House
- 12:00** **Video Power**
Sara Lloyd, Pan Macmillan and Katie Roden, Consultant
- 12:15** **Raiders of the Lost Content: Uncover Hidden Treasures in your Backlist**
Carl Robinson, Ixus
- 12:30** **Networking Light Lunch: Time to Network**
- 13:30** **Getting the Most out of Facebook and Google**
Chair: Will Francis, Erin Murray, Facebook; Lisa Sharkey, HarperCollins; Luca Forlin, Google
- 14:20** **Fountain of Youth: Fandom and the Power of YA audiences**
Chair: Jane Harris, Bonnier Zaffre; Ashleigh Gardner, Wattpad; Ingrid Selberg, Consultant; Clarissa Pabi, Penguin Random House
- 14:55** **Make your Social Smarter**
Charlie Cottrell, We are Social
- 15:10** **Coffee Break**
- 15:30** **Serving the Community: the Community Serving You**
James Woollam F&W Media
- 15:45** **In Conversation with Nigel Newton**
Nigel Newton, Founder and CEO of Bloomsbury Publishing
- 16:10** **Question Time**
Chair: James Spackman; Nic Bottomley, Mr B's Emporium, UK; Louise Rice, Amphio, UK; Lisa Sharkey, HarperCollins, USA; Eva Cedin, Norstedts, Sweden; Tracy Nesdoly, Kobo, Canada
- 16:40** **Networking Reception**

In a parallel stream: Attend half hour practical sessions



Speakers for this stream include:

- Luca Forlin, Google
- Tom Williams, Peak Labs
- Flemming Madsen, Influmetrics
- Tom Laranjo, Total Media
- Erin Murray, Facebook