



East Hall Conference Centre

Conference Room 1 and 2

| Time | Session | Speakers | Session | Speakers |
|-------|--|--|--|---|
| 09:00 | <i>Welcome and Coffee on Arrival</i> | | | |
| 09:30 | Introduction and Welcome | Jacks Thomas, LBF Director and Co-Chairs, Alison Jones & Bill Thompson | | |
| 09:40 | Keynote | The Machine Intelligence Revolution, Nick Bostrom, Future for Humanity Institute | | |
| 09:55 | Keynote | The Curious Incident of the Book in the Digital Age, Baroness Gail Rebeck, Penguin Random House | | |
| 10:10 | Keynote | Quanta? Global Publishing Market, Jo Henry, Nielsen | | |
| 10:25 | <i>Room Change Intermission</i> | | | |
| 10:30 | Audio Publishing: Sound Advice | Videl Bar Kar, Penguin Random House; Claire Powell, AudioBoom; Adam Martin, Acast Chair: Susannah Tresilian, Radio/podcast producer, The Guardian and the BBC | Non Fiction: Following the Money | Roger Domingo, Planeta Hipermedia; Elizabeth Baldwin, Harvard Business Review; Richard Sullivan, Osprey Publishing. Chair: Alison Jones |
| 11:15 | <i>Networking Coffee Break</i> | | | |
| 11:35 | Virtual Reality: The Full Experience | David Ingham, Cognizant and Phil Harper, Alchemy VR | Developing an App Publishing Strategy: How Publishers & Developers can partner for Publishing Success | Adrian Driscoll, Aimer Media, Laura Cremer, Octopus Publishing |
| 12:05 | <i>Room Change Intermission</i> | | | |
| 12:10 | Transforming your Marketing Organisation in the Digital Age: A Wiley Approach | Clay Stobaugh, Wiley | Case Study: Dandelion Children's Publisher, China | |
| 12:30 | <i>Networking Lunch</i> | | | |
| 13:30 | James Daunt, Waterstones, In Conversation With Stephen Page, Faber and Faber | | | |
| 14:10 | <i>Room Change Intermission</i> | | | |
| 14:15 | Omnichannel Selling: The Consumer is increasingly in Charge | Matthew Walsh, IMRG; Kieron Smith, Blackwells; Matt Haslum, Faber and Faber Chair Ed Nawotka | Young Adult Publishing: the New Frontier | Deirdre Sullivan, Author; Ashleigh Gardner, Wattpad; Saara Tiuraniemi, Tammi, Finland Chair: Aissetou Ngom, Penguin Random House |
| 15:00 | <i>Room Change Intermission</i> | | | |
| 15:05 | Case Study: Mog Christmas Campaign - Partnering for Success, Ann-Janine Murtagh, HarperCollins; Cath Wilkins, Sainsburys; Gareth Jenkins, Save the Children | | Entrepreneurial Thinking: not for the Fainthearted | Nicole Yershon, Ogilvy Innovation Labs |
| 15:25 | <i>Networking Coffee Break</i> | | | |
| 15:40 | Innovation Awards Finalists Present: | Jury: Rohan Silva, Second Home; Alison Jones; Bill Thompson Chair: Paul Brindley, Innovate UK | | |
| 16:30 | Leadership in Creative Industries | Tracey Armstrong, Copyright Clearance Center; Harriet Minter, The Guardian; Shereen Kreideih, Asala Publishers Chair: Jacks Thomas, LBF | Know your language markets: Small group updates and discussions. China, India, UK, Baltics, Spain, US, USA, Australia | |
| 17:15 | <i>Innovation Showcase, Winner Announcement and Drinks Reception</i> | | | |
| 18:00 | End | | | |