



In partnership with:
**THE PUBLISHERS
ASSOCIATION**

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Building Inclusivity in Publishing

How valuing diversity is essential for a successful publishing industry

9.30 Welcome from **Tim Hely Hutchinson**, Group CEO Hachette UK

9.35 Welcome from the Chairs Journalists **Arifa Akbar** and **Rosie Goldsmith**

9.40 Keynote **Crystal Mahey-Morgan**, founder, OWN IT! Publishing
Robyn Travis, author, *Mama Can't Raise No Man*

10:00 The Importance of Seeing Yourself in the Workplace – panel

- Chair: Nigel Warner**, Creative Access
- Isobel Dixon**, Association of Authors' Agents and Blake Friedmann
- Emad Ahmed**, Creative Access and ex-New Statesman
- Tamara Macfarlane**, Tales of Moon Lane bookshop
- Natasha Onwuemezi**, The Bookseller

The publishing industry can appear a closed industry for many; unless you come from a certain background, will you fit in? Much of this is down to a lack of information on publishing as a career, recruitment processes and perceptions. As in written content, the importance of representation cannot be understated. This panel will look at how to make the publishing industry appear more approachable, and touch on personal experiences of the value of seeing oneself represented in the existing workforce.

10.40 Framework for Advancing Gender in Publishing – an Elsevier initiative case study

Speaker from Elsevier

10.45 *Coffee: sponsored by The Publishing Training Centre*



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11.00 The New Normal of the Salon Scene

Chair: Sharmilla Beezmohun, Speaking Volumes
Henna Zamurd-Butt, Bare Lit Fest
Raymond Antrobus, Chill Pill
Sharna Jackson, Strange Things
Frances Mensah Williams, Author

From the Bloomsbury set to modern literary events held in Central London to cater to publishing professionals, events on writing and publishing have a necessarily limited audience to those already engaged in the 'salon scene'. This panel will look at ways in which to speak to audiences who are there, eager for events which speak directly to them, and which are accessible both through their marketing and their geographical location. From literary festivals outside London, to festivals specifically for BAME authors, to using library services to host regional events, our speakers will explore how to create a nationwide publishing scene.

11.30 Look on the Light Side of Disability: Creating a Maltesers Ad Campaign for C4 Paralympics

Philippa Field, AMV BBDO

11.45 Make You Think Snapshot

Sarah Mears, Society of Chief Librarians - on autism-friendly spaces in libraries

11.50 Making Readers Welcome – panel

Mairi Kidd, Barrington Stoke
Huw Alexander, SAGE
Jessica Kingsley, Jessica Kingsley Publishers

Taking reading ability for granted alienates a large swathe of our potential audience. Hear from panellists who are working with content to help cater for those who find reading in the traditional way difficult. Content-wise, we'll look at dyslexia-friendly publishing, making sure your books are accessible. Creating a space for readers to feel comfortable is just as important: be it a library designed to be autism-friendly, to ways of organising a bookshop or festival event.

12.30 Make You Think Snapshot

Joey Hambidge, Stonewall on LGBT+ inclusion



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12.35

Lunch and Play your Part: Play it Back*

13.30 Unconscious Messages

Introduced by Anne-Marie Senior, Employers' Network for Equality and Inclusion

Chair: Diana Broccardo, Profile Books

Ken Wilson-Max, author / illustrator and publisher, chicken! newspaper

John Newman, Newham Bookshop

Emily Davison, Blogger

How do the methods we use to sell and market books come across at various stages in the bookselling process? From cover design to metadata and book placement, this panel will look at how we speak to the consumer, and how our unconscious decisions can ghettoise or otherwise jeopardise a book's chances of success.

14.10 Using Insight to Reach New Audiences – case study

Louise Clarke, Latimer Group

Finding New Audiences, and how to use their Feedback.

14.30 Ways of Promoting Under-Represented Authors – panel

Chair: Jonathan Morley, Writers' Centre Norwich

Sunny Singh, academic and author, co-founder Jhalak Prize

Lainy Malkani, author

Nicola Solomon, Society of Authors

Jazzmine Breary, Jacaranda

The publishing landscape and mainstream book promotion methods seem geared towards celebrating the 'same old, same old'. We see homogenous book adaptations on screens and in booksellers' top 20s. Whose responsibility is it to promote under-represented authors? We'll hear from those who are actively working to ensure equal representation and promotion of authors across the board.

15.10 Make You Think Snapshot

Stefan Tobler, And Other Stories on regional diversity and a new way of publishing

15.15

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15.45

Industry Announcements from employers

16.10 Employee-Led Initiatives: a case-study

Louis Patel, HC All In

16.15 Finding New Talent – panel

Danielle Jawando, Megaphone
Juliet Pickering, Blake Friedmann
Claire Malcolm, New Writing North
Siena Parker, Penguin Random House

It's easy for the publishing industry to argue that they don't get submissions or approaches from a diverse range of talent. It's also obvious to argue that the talent is out there, we're just not speaking to or encouraging them as much as we should. This panel will look at different initiatives aimed at uncovering authors and manuscripts for publication.

17.15 *Calling all Changemakers! Join the Conversation for the Checklist of Change, plus Pledges and Book Suggestion Submissions*

17.30

Networking reception

*Play your Part: Play it Back: a film crew will be on hand to capture your thoughts on the inclusivity agenda for the book industry. Think about what you'd like to contribute. The vox pops will be available afterwards on the LBF website and social media channels.

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