

# A one day event connecting the brightest and best digital innovators across the publishing and creative industries

Full Day Pass = £359 + VAT @ 20% (before 9 March 2012)

Standard Rate = £399 + VAT @ 20% (from 10 March 2012)

[www.londonbookfair.co.uk/digiconf12](http://www.londonbookfair.co.uk/digiconf12)



Plenary Fleming Room	Join the Conversation Whittle Room
09:30 Coffee in Benjamin Britten Lounge	
<b>Welcome address:</b> Conference Chair, Evan Schnittman, Bloomsbury	
<b>Keynote: The Future of Creative Media:</b> Jim Griffin, OneHouse LLC	
<b>Keynote: Content is King - Andrew Steele,</b> Funny or Die	
<b>Keynote:</b> Charlie Redmayne, Pottermore	
Changeover between sessions	
<b>Panel: Blurred Boundaries: Publishers, Agents, Retailers, Distributors, Authors – Can Everyone do Everything?</b> Chair: Rosie Goldsmith, Victoria Barnsley, HarperCollins, Ed Victor, Literary Agent, Kerry Wilkinson, Kindle No 1 UK, Michael Tamblin, Kobo	<b>Join the Conversation Round Table Discussions</b> Digital Platforms & Standards, in association with Bill Mc Coy +IDPF. Expert hosts on individual tables to facilitate discussions on topics ranging from Epub3 and HTML5 to New Authoring Tools and Accessibility. Each round table is allocated a general topic. Delegates join and leave conversations as they wish.
Networking break <i>meet the speakers</i> and refreshments in Benjamin Britten Lounge	
<b>Social Marketing: The Power of Communities. Case Study</b> Matteo Berlucchi, Anobii	<b>Join the Conversation Round Table Discussions</b> Digital Platforms & Standards, in association with Bill Mc Coy +IDPF. continued
<b>Hard Times for Soft Covers? Facts behind the Fiction</b> Research: The future of the UK consumer market by Oliver & Ohlbaum	
Lunch break <i>meet the speakers</i> in Benjamin Britten Lounge	
<b>Panel Discussion: Children’s Content - Leading the Way?</b> Chair: Sara Lloyd, Macmillan; Panellists: Kate Wilson, Nosy Crow ; Eric Huang, Penguin Books; Belinda Rasmussen, Macmillan Children’s; Eric Huang, Penguin; Jeff Gomez, Starlight Runner Entertainment	<b>Join the Conversation Round Table Discussions</b> Creative Media Convergence: Opportunities for All. In association with StoryCentral Digital. Alison Norrington and other experts from gaming, TV, film & web will stimulate discussions ranging from games content; transmedia storytelling to the practicalities of crossmedia projects, innovation and games, and 360 storytelling. Each round table is allocated a topic. Delegates join and leave conversations as they wish.
Changeover between sessions	
<b>Panel discussion: Emerging E-Book Markets: Germany, Spain, France</b> Chair: Evan Schnittman; Panellists: Fabrice Piault, Livres Hebdo; Siobhan O’Leary, Antonio Fraguas Garrido, <i>El Pais</i>	<b>Join the Conversation Round Table Discussions:</b> Creative Media Convergence: Opportunities for All, continued
Networking break <i>meet the speakers</i> and refreshments in Benjamin Britten Lounge	
<b>Digital Innovation: Inspirational start ups</b> Introduced by Paul Brindley, The Appside	<b>Join the Conversation Round Table Discussions: Publishing Law: Barrier or Enabler?</b> In association with Laurie Kay, Laurence Kaye Solicitors and a host of digital, business and legal savvy <i>conversation starters Discussions ranging from Law and Pricing, Copyright and Technology to Law, Piracy and Business Models.</i> Each round table is allocated a topic. Delegates join and leave conversations as they wish.
<b>The Future of Content Business Models</b> Don Katz, Audible, Amazon	
<b>17:25 Closing Comments</b> with Evan Schnittman, Bloomsbury	
Networking drinks reception in Benjamin Britten Lounge	