

	CHURCHILL ROOM		THAMES ROOM	
Time	Session	Speakers	Session	Speakers
09:30	<i>Coffee on arrival – Pickwick Suite</i>			
10:00	Introduction by Conference Chair	Sara Lloyd , Pan Macmillan		
10:10	Keynote: Exploring models of online storytelling and reader engagement	Neil Gaiman , Author		
10:30	Keynote: Taking Stock: The Year in Digital so far	Will Atkinson , Faber & Faber		
10:50	Keynote: Facing the Music: How Publishers can avoid the Fate of the Recording Business	Robert Levine , Author		
11:10	<i>Session Changeover</i>			
11:20	Business Model Trends	Chair: Rosie Goldsmith , Journalist & Presenter Eloy Sasot , HarperCollins Richard Nash , Small Demons Rebecca Smart , Osprey Publishing Mellissa Norman , Digital Business Strategist	The Importance of New Markets: Focus on Korea, Brazil, China & Turkey	Chair: Jonathan Atkins , Pan Macmillan Carlo Carrenho , PublishNews Brazil Robert Kim , iPortfolio Inc, Korea Lisa Zhang , Clouday, China Mehmet Inhan , EBI & Idefix, Turkey
12:05	<i>Networking Coffee Break</i>			
12:25	Track Changes: The Changing Editorial Role	Chair: Dan Franklin , Random House Pablo Defendini , Safari Mark Witowski , Jouve Blaine Cook , Poetica Darren Nash , Orion Donna Condon , Harlequin Mills & Boon	Working Collaboratively with Start-ups	Chair: Javier Celaya , Dosdoce Anna Lewis , Valobox Molly Barton , Penguin Henrik Berggren , Readmill Santos Palazzi , Planeta
13:10	<i>Networking Lunch</i>			
14:10	Copyright – What next?	Chair: Richard Mollet , The Publishers Association Michael Healy , Copyright Clearance Center Sarah Faulder , Publishers Licensing Society Stefan Busch , Springer	The Rise of Self-Publishing and the Hybrid Author	Chair: John Bond , Whitefox Mark Coker , Smashwords Sophie Rochester , The Literary Platform Steen Holmes , Author Mark Lefebvre , Kobo
14:55	<i>Session Changeover</i>			
15:05	Brand Strategy	Chair: Eric Huang , Penguin Children’s Group Oliver Dyer , SKEW Jens Bachem , The LittleBig Partnership Neil Witten , Bite Studio	<i>Join the Conversations: small group discussions with people in the know! (Discussion topics are enclosed in your packs)</i>	
15:45	<i>Networking Coffee Break</i>			
16:05	Innovation Showcase: quick fire presentations. In partnership with IC Tomorrow		<i>Join the Conversations. Contd.</i>	
17:05	Keynote: Be Reinvented: The New Wave of Discoverability	Rick Joyce , Perseus		
17:15	Keynote: It Started with a Click: How Digital Marketing can make readers love your brand	Anna Rafferty , Penguin Digital		
17:30	Innovation Showcase winner announcement <i>Networking Drinks Reception – Pickwick Suite</i>		<i>Networking Drinks Reception – Pickwick Suite</i>	
18:30	END		END	

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