



THURSDAY 14 MARCH 2019 | OLYMPIA ROOM, LONDON OLYMPIA

AGENDA

09:00 **Registration, coffee & networking**

09:30 Welcome and Chair's introduction - *Lucy Upton*

09:35 The UK Children's Book Consumer: Latest Data on Children's Reading and Book Buying Behaviours - *Steve Bohme, Research Director, Nielsen Book*

10:05 Branding and Licenses in Children's Books: Sales and Performance Internationally - *Jackie Swope, Nielsen Book*

10:30 Publishing the iconic LEGO brand - *Robin James Pearson, Director Specialist Licensing - Publishing, LEGO*

11:00 **Refreshments & networking**

11:20 Strengthening the imagination muscle through children's books and storytelling - *Tom Doust, Director of Experience and Learning, Institute of Imagination*

11:50 **Panel Discussion: Children's Book Clubs**

Lucy Upton - Chair; Sarah Walden - Chief Operating Officer, The Book People; Matthew Bull - The Happy Book Club

12:20 Speaker TBC

12:50 Q&A and Chair's summary

13:00 **Close**

Please note that speakers and programme are subject to change