



THURSDAY 12 MARCH 2020 | OLYMPIA ROOM, LONDON OLYMPIA

## PROGRAMME

### EXPLORING THE WORLD OF NON-FICTION CONTENT FOR CHILDREN: BOOKS & OTHER MEDIA

- 09:00**      **Registration, Coffee & Networking**
- 09:30**      **Welcome and Chair's Introduction**  
*Georgia Amson-Bradshaw, Quarto*
- 09:35**      **The UK Children's Book Consumer: The latest data**  
*Steve Bohme, Nielsen Book Research*
- 10:05**      **The Non-Fiction boom: How did it start, where is it now and where is it going?**  
*Philip Stone, Nielsen Book Research*
- 10:30**      **Factual publishing in print media**  
*TBC*
- 11:00**      **Refreshments & Networking**
- 11:20**      **Retailer Panel: Trends observed by children's retailers**  
*Leanne Fridd - Bookbugs & Dragon Tales*  
*Rachel Benn - Buyer, books at The Science Museum*
- 12:00**      **Everything Under the Sun**  
*Molly Oldfield, Podcaster & Author*
- 12:25**      **Active Agents of Change: Non-fiction books inspiring young people to change the World**  
*Debbie Bray, Hook Research*
- 12:50**      **Q&A and Chair's Summary**
- 13:00**      **Close**