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Reed Exhibitions®
Books and Publishing

TUESDAY

12 MAR 2019

10:45
to 11:15



Will Books of the Future Edit Themselves?
The Buzz Theatre

11:30
to 12:30



Scholarly Publishing Comes of Age - Where are You on the Journey
to Data Maturity?
The Faculty

11:45
to 12:30



How to Make a Living from Writing
Author HQ

13:00
to 13:30



Making a Great First Impression
Author HQ

13:00
to 14:00



Creative Commons Explained
The Faculty

13:15
to 13:45



Illustrator of the Fair, David McKee in Conversation with Ren
Renwick, The Association of Illustrators (AOI)
Fireside Chats @ The Podcast Theatre

13:15
to 14:15



European Literary Voices: A Conversation with Antoine Laurain,
France; Simone Buchholz, Germany and Stefan Hertmans, Belgium.
English PEN Literary Salon

13:30
to 14:00



Not All E-Books Are Created Equal. The Research Behind What
Makes a Good Digital Book.
Children's Hub

14:30
to 15:30



Turning Yourself Into A Brand
Author HQ

15:30
to 16:30



Brand Licensing for Publishers – Turning Your Book IP into a
Consumer Product Range
The Buzz Theatre

15:45
to 16:15



Publishing Trends in 2018
Author HQ

16:30
to 17:30



Book Brunch Selfie Awards
Author HQ

WEDNESDAY
13 MAR 2019

09:45
to 10:30



How to Successfully Self-Publish
Author HQ

10:00
to 11:00



Truth and Lies – Academic Publishing in the Era of Fake News
The Faculty

10:00
to 11:00



Green Bookseller: Practical Steps for Booksellers and How the
Industry Could Minimise Waste
High Street Theatre

10:00
to 11:00



Getting the Most for Your Audio Rights
Club Room, National Hall Gallery

10:45
to 11:30



An Introduction to Kindle Direct Publishing: Finding Readers. Tips and advice from successful KDP authors
Author HQ

13:45
to 14:15



Can I Quote This? An Author's Guide to Quotes, Permissions, and Third-Party Content
Author HQ

14:30
to 15:30



The Art of Commissioning Debut Books
Author HQ

14:30
to 15:30



Brand Licensing for Publishers – Turning Your Children's Book IP into a Consumer Product Range
Children's Hub

15:00
to 16:00



Content Beyond Print
The Buzz Theatre

15:45
to 16:30



How I Write: Damien Lewis
Author HQ

16:00
to 17:00



Academic Book Week 2019. Books & Higher Education: A Panel Discussion
The Faculty

16:00
to 17:00



Cities of Literature: Initiatives, Impacts and Legacies
English PEN Literary Salon

16:00
to 17:00



Raymond Antrobus, Poet of the Fair in conversation with Isobel Colchester
Poet's Corner

16:15
to 17:15



Coding For Publishers
The Buzz Theatre

16:45
to 17:30



Bookselling Advice for Indie Authors
Author HQ

THURSDAY
14 MAR 2019

09:45
to 10:30



How to Edit Your Novel the Professional Way
Author HQ

10:00
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Stories Drawn from Life: How the Graphic Novel is Revolutionising
Non-Fiction
High Street Theatre

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Authors Are Our Business: The Collaborative Relationship Between
Editor and Author
High Street Theatre

11:45
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Get Your Writing Heard
Author HQ

13:00
to 14:00



Behind the Scenes in the Recording Studio: How Audiobook
Production is Exploring New Frontiers
Club Room, National Hall Gallery

13:00
to 13:45



Publicity Masterclass
Author HQ

14:00
to 14:30



New Trend of Online Publishing Business Model: Micro-Transactions vs. Subscriptions
The Buzz Theatre

14:45
to 15:15



Plan S, What Next?
The Buzz Theatre

16:00
to 17:00



The Future of Publishing: Five Predictions for 2025
High Street Theatre

SESSIONS

SESSIONS YOU ADDED TO FAVOURITES BUT NOT IN YOUR CALENDAR - ORDERED BY DATE



Academic Book Week 2019. Books & Higher Education: A Panel Discussion

13 Mar 2019, 16:00 - 17:00, The Faculty ;

Language: 

With the fourth Academic Book Week imminent (4 – 9 March), a panel of representatives from the industry reflect on the book in higher education. As recently as five years ago thinking about the academic book and its role in Higher Education was predicated on the belief that it would be digital-only. Much has changed. The print book is resilient; the preferred medium of many undergraduates, despite the apparent advantages offered by digital and VLEs. As the Teaching Excellence Framework (TEF) evolves, so too should the importance of teaching and learning resources; their efficacy and practicality. The subject level TEF will place renewed emphasis on teaching resources. The introduction of Longitudinal Educational Outcomes (LEO) will also emphasise the importance of teaching resources on the student journey from entry grade to post-graduate career. Meanwhile the debate about Open Access (OA) continues and is now a requirement of the Research Excellence Framework (REF). How will mandatory Open Access impact academics, publishers, booksellers and students?



An Introduction to Kindle Direct Publishing: Finding Readers. Tips and advice from successful KDP authors

13 Mar 2019, 10:45 - 11:30, Author HQ;

Coming Soon

Language: 



An Introduction to Kindle Direct Publishing: Tools and Best Practice. Tips and advice from successful KDP authors

14 Mar 2019, 10:45 - 11:30, Author HQ;

Coming Soon

Language: 



Authors Are Our Business: The Collaborative Relationship Between Editor and Author

14 Mar 2019, 11:30 - 12:30, High Street Theatre;

Language: 

Without authors, editors would be out of business, but with the rise in independent publishing many authors will question the cost-benefit of working with one. However, the savvy author can choose where best to invest their editing budget to get maximum benefit. This session looks at the benefits of working with an editor at different stages of the writing process and how to decide at which point to do so. Join experienced professional editors to explore the wonderful and enriching collaborative process that is editing your book!



Behind the Scenes in the Recording Studio: How Audiobook Production is Exploring New Frontiers

14 Mar 2019, 13:00 - 14:00, Club Room, National Hall Gallery;

Language: 

As more and more titles of all genres are being produced on audio (and listeners become ever more discerning), the opportunities to bring productions to the next level and innovate with recording styles is growing. Hear from a veteran producer and narrator as well as a bestselling author on how to create a standout audiobook recording, from working with the author on carefully considered casting, to innovating new production techniques that create a special listening experience, and how narrators craft their performances in the studio.



Book Brunch Selfie Awards

12 Mar 2019, 16:30 - 17:30, Author HQ;

Language: 

BookBrunch, in collaboration with the London Book Fair, is launching The Selfies, an awards scheme for self-published authors. The aim of the award, which taps into one of the fast-growing areas of the book market, is to discover new talent and recognise the best self-published titles each year. In the first year, the awards will be for adult fiction titles only, but in future years it will cover further categories. The winner will be announced on at London Book Fair Author HQ with the winner receiving a cheque for £1,000 and a profile in BookBrunch.



Bookselling Advice for Indie Authors

13 Mar 2019, 16:45 - 17:30, Author HQ;

Language: 

One of the most puzzling aspects for many indie authors is how to get their title onto a bookshop's shelf. Join Robin Cutler, Director of IngramSpark and Orna Ross, award winning author and poet and director/founder of ALLi (Alliance of Independent Authors) as they discuss things authors can do to make their titles more appealing to the wider bookselling community.



Brand Licensing for Publishers – Turning Your Book IP into a Consumer Product Range

12 Mar 2019, 15:30 - 16:30, The Buzz Theatre;

Language: 

Publishers understand the concept of 'rights', and the modern licensing business is simply an extension of this principal. Find out how licensing can work for you in two ways – extending your IP into the wider world of consumer products, or acquiring licenses to boost your own publishing output. This seminar and case study is brought to you by LIMA UK



Brand Licensing for Publishers – Turning Your Children's Book IP into a Consumer Product Range

13 Mar 2019, 14:30 - 15:30, Children's Hub ;

Language: 

Children's book publishers understand the concept of 'rights', and the modern licensing business is simply an extension of this principal. Find out how licensing can work for you in two ways – extending your kids IP into the wider world of consumer products, or acquiring licenses to boost your own publishing output. This seminar and case study is brought to you by LIMA UK



Can I Quote This? An Author's Guide to Quotes, Permissions, and Third-Party Content

13 Mar 2019, 13:45 - 14:15, Author HQ;

Language: 

If you intend to quote from a poem or short extract from a published work in a new book, article, thesis or somewhere else, you may need permission to do so. Whether you're quoting from a book, magazine, or a work you found online, learn the ins and outs of getting permission for published content using PLS PermissionsRequest, a free service for authors, editors and freelancers which is designed to help you secure permission quickly and easily.



Cities of Literature: Initiatives, Impacts and Legacies

13 Mar 2019, 16:00 - 17:00, English PEN Literary Salon;

Language: 

Presentation and discussion of a new report commissioned by the British Council which examines the contribution literature can make in large scale cultural interventions and urban policy more broadly. The research has looked at national programmes in the UK, the EU and internationally, specifically high-profile programmes such as EU Capitals of Culture, UNESCO Cities of Literature and World Book Capitals. It analyses the partnerships, policy and practices needed to make such schemes a success and includes key case-studies. This will be of interest to anyone involved with city applications for cultural designations or with city-based literature festivals.



Coding For Publishers

13 Mar 2019, 16:15 - 17:15, The Buzz Theatre;

Language: 

Tech is the new literacy, and you don't want to get left behind. Come and have a go at coding in this friendly taster session, tailored to people who work in any department, at any level, in any size publisher. This is a session for complete beginners, so no prior programming knowledge is necessary – just a desire to experience some real code and be inspired to learn what code can do for you, your work, your job and your career. Bring your (charged up) laptop, iPad or Chrome book and discover: how javascript works the difference between HTML and CSS how to harness the power of the Google Books API and more tips you can use to make you a better publisher the week after LBF. By the end, you will have personal experience of programming, and the inspiration, tools, resources and personal contacts with professional developers to carry on. And you'll be able to enjoy a huge whoosh of pride when you are no longer bamboozled by techies in website meetings. The session is run by publisher-turned-programmer Emma Barnes @has_many_books and the team from Consonance, the title management and publishing workflow software used by publishers to bring harmony to their publishing – including Sara O'Connor @saramoohead, previously editorial director at Hot Key Books and now a professional full-stack developer. We're delighted to take questions before and after the session: get in touch through support@consonance.app.



Content Beyond Print

13 Mar 2019, 15:00 - 16:00, The Buzz Theatre;

Language: 

The Publishing industry has gone beyond the current print or digital mindset and has explored ways for one to complement the other. Both the digital and printed books are capturing the market globally. New technologies have entered the market with better, faster networks and new devices such as e-readers, smart phones and tablets. Modern day publishers are developing content for these devices and are exploring how to communicate with customers. The emergence of audiobooks is also an upcoming phenomenon. Publishers have begun to realize that 'traditional' digital content monetization approaches are under pressure due to various economic, social and technological factors within and outside the publishing industry. Therefore, the key to successfully monetize their content is to experiment with different models and constantly evolve. The session will discuss emerging trends in publishing and how such trends can create business opportunities for the stakeholders.



Creative Commons Explained

12 Mar 2019, 13:00 - 14:00, The Faculty ;

Language: 

This session will give a general overview of Creative Commons licensing through use of the copyright framework, the licences available, and the interaction with Public Domain. The areas covered will be: 1. What is Creative Commons? Mission and Vision Use of buttons/other visual indicators for recognition of content licensed Searchability of CC content Other programmes e.g. Open Education 2. Licensing Considerations: Licence features Three layers of licence Licence Types/Free and non-free Licences International/jurisdiction specific Effect on exceptions and limitations Irrevocability Ability to change licence terms How to give attribution Creative Commons and the Public domain Creative Commons and collective licensing 3. A publisher perspective What do Creative Commons licences mean for publishers? What is the application? How does it work in practice? What is a publisher's experience of operating these licences?



European Literary Voices: A Conversation with Antoine Laurain, France; Simone Buchholz, Germany and Stefan Hertmans, Belgium.

12 Mar 2019, 13:15 - 14:15, English PEN Literary Salon;
Coming Soon

Language: 



Get Your Writing Heard

14 Mar 2019, 11:45 - 12:30, Author HQ;

Language: 

Digital audiobooks is one of the biggest growth sectors within the publishing industry, with smartphones, tablets and Apps - and a multi-tasking culture - meaning more people than ever are engaging with this format promoting the question, do books always have to start out life in the written form? This boom in audiobook sales has provided new markets and revenue streams for authors working with traditional publishers, as well as those who have self-published. And coupled with the dramatic rise in popularity in podcasts which appear to be taking over from traditional radio and review streams Audio is now a force to be recommend with, and one that writer's can turn to their advantage.



Getting the Most for Your Audio Rights

13 Mar 2019, 10:00 - 11:00, Club Room, National Hall Gallery;

Language:

Wiley, publisher of world-class content including best-selling titles from Patrick Lencioni, Jeb Blount, and Scott Pape, as well as For Dummies, the world's #1 reference brand, has recently announced a partnership with RBmedia, a market-leader in the publishing of business and self-development audiobooks. Wiley's Adam Levison and RBmedia's Troy Juliar will come together to share how publishers, editors and authors can maximize audiobook rights – both financially and creatively.



Green Bookseller: Practical Steps for Booksellers and How the Industry Could Minimise Waste

13 Mar 2019, 10:00 - 11:00, High Street Theatre;

Language:

A panel of booksellers will discuss the practical steps that all booksellers can make to reduce cost, waste and environmental impact and also consider how wastefulness in the supply chain could be reduced



How I Write: Damien Lewis

13 Mar 2019, 15:45 - 16:30, Author HQ;

Language:

Join international bestselling author, journalist and filmmaker, Damien Lewis where he will be discussing his writing methods and creative inspirations. A former war reporter Damien is a prolific writer, penning over a dozen military history and espionage books and topping bestseller lists worldwide, his titles include; SAS Italian Job, SAS Ghost Patrols and Churchill's Secret Warriors. The seminar will be a unique opportunity to hear from one of the world's most fearless authors whose career has taken him from Sudan, to Sierra Leone, Iraq, Burma and Afghanistan in search of the truth, and a great story.



How to Edit Your Novel the Professional Way

14 Mar 2019, 09:45 - 10:30, Author HQ;

Language:

In this seminar, Helen Bryant director of Cornerstones will show you how to develop key self-editing techniques to prepare for the trade. You will learn: how to structure and test your plot; character, voice, and style analysis; pacing and that elusive "page-turning" quality; what to do with overwriting; and formatting to industry standard. This is a flagship Cornerstones seminar, perfect for aspiring writers or for editors and agents wishing to refresh their self-editing techniques.



How to Make a Living from Writing

12 Mar 2019, 11:45 - 12:30, Author HQ;

Language:

This session is brought to by the Society of Authors. Writing is hard- and making it pay is even harder. An expert team from the Society of Authors will guide you on how to earn pennies and make them add up to pounds. What opportunities are great- and what are best avoided?- from pursuing a portfolio career, lowdown on competitions and prizes tips on Publishing deals, and where to get grants and funding. This is the talk for you if you don't want to starve in a garret.



How to Successfully Self-Publish

13 Mar 2019, 09:45 - 10:30, Author HQ;

Language:

This session is brought to you by the Alliance of Independent Authors. This seminar will provide you with all you need to know about choosing the best self-publishing service providers for your independent publishing journey, from the largest (Amazon KDP) to your local freelance editor or designer. Orna Ross, founder and director of the Alliance of Independent Authors will provide a roadmap of services that will help you choose the most reputable services and companies, show you who to avoid, and most importantly how to evaluate any publishing service yourself to see if it is right for you.



Illustrator of the Fair, David McKee in Conversation with Ren Renwick, The Association of Illustrators (AOI)

12 Mar 2019, 13:15 - 13:45, Fireside Chats @ The Podcast Theatre;

Language:

Illustrator of the Fair, David McKee in Conversation with Ren Renwick, The Association of Illustrators (AOI)



Making a Great First Impression

12 Mar 2019, 13:00 - 13:30, Author HQ;

Language:

This seminar will offer practical advice on how to create the perfect submission. Editor and publishing veteran, Scott Pack's will provides aspiring authors with the tools they need to avoid the classic mistakes made by so many, and to ensure they give their work the best chance possible of being read, considered and published. Covering all aspects of the submission process, including how to identify the best places to submit your work, writing the ideal cover letter, perfecting your pitch, creating an effective synopsis and strategies for submission you'll leave the seminar with everything you need to get your submission right.



New Trend of Online Publishing Business Model: Micro-Transactions vs. Subscriptions

14 Mar 2019, 14:00 - 14:30, The Buzz Theatre;

Language:

Over the past decade, the subscription model has been widely utilized within the content industry. Amazon Prime, Spotify, and even Netflix are monetizing their contents with highly developed subscription strategies. However, does this mean that subscriptions are the best, or even the only, option for publishers to follow? Yuren Liu, the Content Director of Webnovel, will describe the company's experience in terms of how micro-transaction, an in-game-purchase -based model, can be utilized in the online publishing industry.



Not All E-Books Are Created Equal. The Research Behind What Makes a Good Digital Book.

12 Mar 2019, 13:30 - 14:00, Children's Hub ;

Language:

Coming Soon



Plan S, What Next?

14 Mar 2019, 14:45 - 15:15, The Buzz Theatre;

Language: 

Mr. Oliver White, Director of Professional Services Engineering at HighWire talks about: How publishers can turn Plan S into an opportunity to explore new and alternative revenue models. How to survive in a world if all content was open access and free, and in that world why threats such as SciHub would become a thing of the past. Come and learn what HighWire is doing to help publishers to find solutions to these existential problems.



Publicity Masterclass

14 Mar 2019, 13:00 - 13:45, Author HQ;

Language: 

Whether you're writing your first book, exploring independent publishing or an established author, it is more important than ever for authors to have the skills to promote themselves and their work. What are the principles of good PR and marketing, what makes a great interview, what opportunities are available and what can authors do to PR and market their books more effectively? How should authors be engaging with their fans and what are the ways to reach new readers? From attending events and networking, to creating their own opportunities, this practical seminar will give authors the tools needed to raise their profiles and best communicate with their target audiences.



Publishing Trends in 2018

12 Mar 2019, 15:45 - 16:15, Author HQ;

Language: 

Join Hazel Kenyon from the Nielsen Book team who will present highlights of their annual Books & Consumers survey – the publishing industry's exclusive resource for understanding consumer book buying behaviours. Learn more about book consumers: their demographics, their methods of book discovery and the key purchase prompts. When and why do consumers buy ebooks rather than print books? What devices are consumers using to e-read? And what are the fastest growing genres in both formats?



Raymond Antrobus, Poet of the Fair in conversation with Isobel Colchester

13 Mar 2019, 16:00 - 17:00, Poet's Corner;

Language: 

Isobel Colchester, CEO of Poet in the City introduces Poet of the Fair, Raymond Antrobus, who will read from his critically acclaimed collection *The Perseverance* and explore some of its themes: deafness, race, masculinity, a mother's dementia, a father's demise. Sponsored by Forward Arts Foundation and Inpress



Scholarly Publishing Comes of Age - Where are You on the Journey to Data Maturity?

12 Mar 2019, 11:30 - 12:30, The Faculty ;

Language: 

Goodbye documents, hello data! With readers and researchers from the smartphone generation increasingly becoming accustomed to slick, efficient and personalised online experiences, how as a traditional academic publisher do you ensure you give them the customer experience they expect? You must become data driven to stay relevant and competitive. Sam Herbert, co-founder of publishing technology firm 67 Bricks, looks at how forward thinking publishers are reinventing themselves from top to bottom, and will talk through case studies and examples of best practice from across our industry. Sam will examine the journey from providing traditional documents to providing data and knowledge as well as outlining the business drivers and the key emerging technologies that can help transform user experiences and increase ROI. As publishers we already have a wealth of valuable content and data, this data is at the heart of everything a publisher does. Increasing your data maturity can fuel innovation and power the transformed products and services that customers will demand going forward. So, where are you on the path to data maturity? And how do you store, manage enrich and deliver this data to best advantage going forward? Two key outcomes that the audience will take away 1 A sound understanding of the importance of becoming data driven and how an organisation should begin to evaluate its maturity 2 Case study examples of how they might start to manage, enrich and deliver data better



Stories Drawn from Life: How the Graphic Novel is Revolutionising Non-Fiction

14 Mar 2019, 10:00 - 11:00, High Street Theatre;

Language: 

The graphic novel has long been recognised as an excellent medium for telling real-life stories. In recent years, a slew of graphic memoirs have drawn on the tradition established by classics such as Marjane Satrapi's Persepolis and Alison Bechdel's Fun Home, while a boom in comic-book biographies has seen the lives of figures from Agatha Christie to Nick Cave rendered in graphic novel form. But the comic-book medium is increasingly being used to tell another kind of story. Subjects that might struggle to attract the attention of prose publishers are finding a wide readership in the more accessible graphic format. The graphic novel is proving itself an ideal medium for telling stories that explore social and humanitarian issues, from tales of political injustice to reports from the frontline of the refugee crisis. In this panel, Jérôme Tubiana and Alexandre Franc, creators of the graphic novel Guantánamo Kid: The True Story of Mohammed El-Gharani, join Benjamin Dix of the SOAS-based organisation PositiveNegatives to discuss the unique power of the graphic novel to tell stories that might otherwise go unheard.



The Art of Commissioning Debut Books

13 Mar 2019, 14:30 - 15:30, Author HQ;

Language: 

What are publishers really looking for and how do they find new talent? Publishing directors and commissioning editors from Harper Collins, Harvill Secker, Little Brown and OWNIT! will reveal how each of their publishing imprints operate and commission debut authors and offer advice on how best to approach publishers with your work.



The Future of Publishing: Five Predictions for 2025

14 Mar 2019, 16:00 - 17:00, High Street Theatre;

Language: 

The publishing industry has changed more in the last decade than in the previous hundred years, and this process is only accelerating, signalling many more changes to come. Publishers must make savvy bets about the future to ensure a sustainable writing and publishing ecosystem. Margot Atwell, Senior Director of Publishing at Kickstarter PBC, draws on her broad experience across the industry to make five predictions about the future of publishing, including the importance of community, using data to make smart choices, and the funding models of the future. She will also share strategies for how publishers can adapt to take advantage of these trends.



Truth and Lies – Academic Publishing in the Era of Fake News

13 Mar 2019, 10:00 - 11:00, The Faculty ;

Language: 

Fake news is having a profound psychological impact on our societies. It is becoming increasingly difficult to distinguish factual information from propaganda, and the proliferation of social networks allows fake news to quickly become popular 'fact'. The impact can be damaging and long-lasting, as we've seen in areas such as childhood vaccination. This trend is now spilling over into academic publishing with challenging implications. How does a community that relies on rigour and accuracy preserve the integrity of information across academic literature while also championing innovation and access? How do we develop a robust, transparent system for ensuring quality, completely independent of third-party interests? Finding answers to these challenges is critical when much of the research we publish has influence over public policy and our daily lives. Each of our panellists will provide their own unique perspective on how the industry can address these issues and together, with the audience, we will explore potential solutions.



Turning Yourself Into A Brand

12 Mar 2019, 14:30 - 15:30, Author HQ;

Language: 

Powerful personal and author brands aren't created overnight. They require compelling tales, relatable charisma, and products or content that people want. Our panel of experts including Sam Missingham of Lounge Books, Ruth Waldram who is brand director at VINTAGE and Natalie Fergie, bestselling Unbound author will share their top tips, and things to watch out for in identifying and developing a powerful brand as well how to combine traditional publicity with social media platforms.



Will Books of the Future Edit Themselves?

12 Mar 2019, 10:45 - 11:15, The Buzz Theatre;

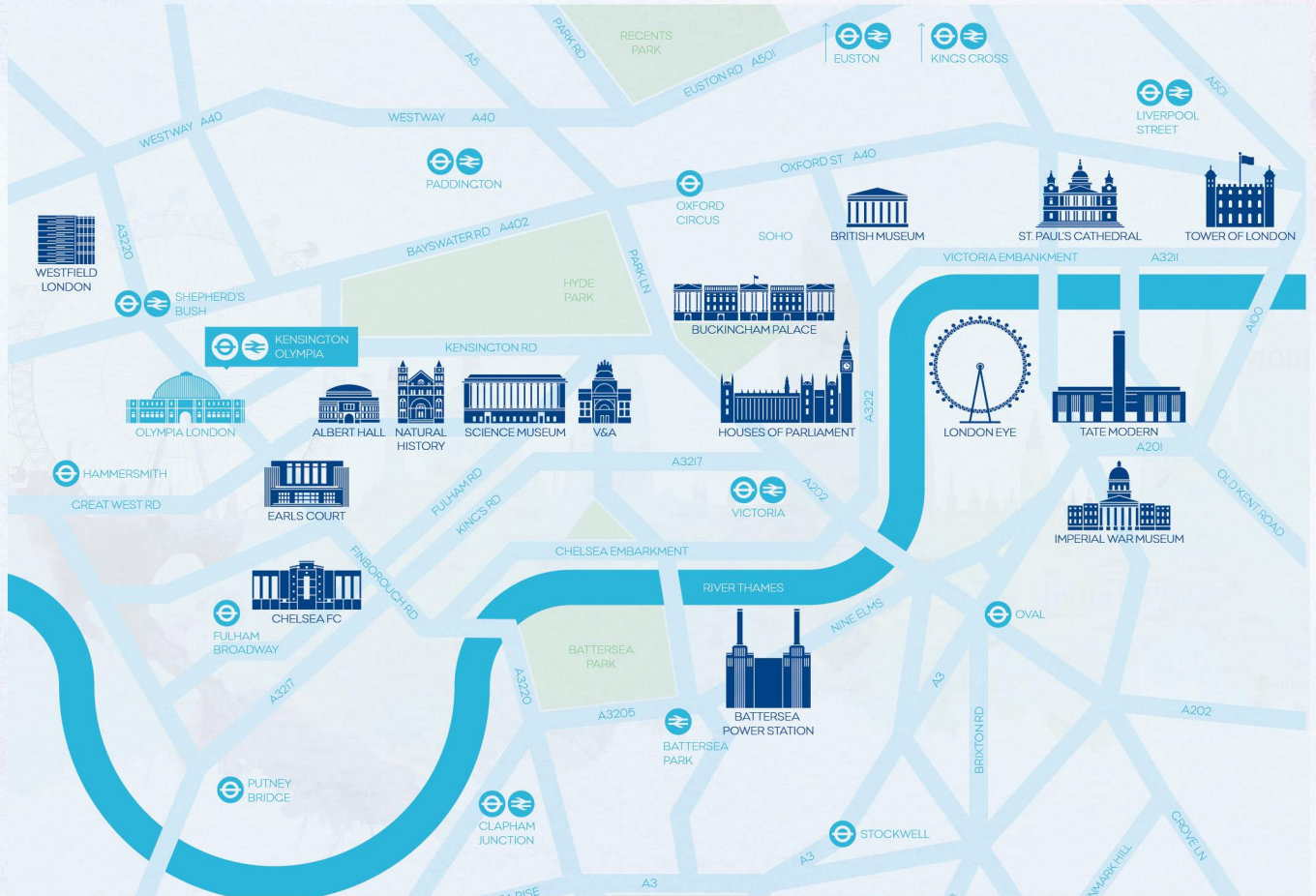
Language: 

The past decade has revolutionized many processes in the publishing industry, but perhaps no single idea captivates the publisher's imagination so much as AI. But what exactly is AI, and how can we see its intelligence at play right now and in the near future? Deanta CEO Darren Ryan discusses the AI continuum and what it means for copyediting and the production process, in both its strengths and limitations.

THE LONDON BOOK FAIR®

12-14 MARCH 2019
OLYMPIA, LONDON

TAKING WORDS FURTHER
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Venue Location

Olympia London
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