

# Programme

# The FutureBook Conference 2023

27th November London and online

With thanks to our sponsors



# Introduction and keynotes

Location  
County Suite



09:30–09:40

## Introduction

**Molly Flatt**

Comment editor, FutureBook programmer



09:40–10:00

## Keynote: The Glass Cliff

**Sophie Williams**

Author and activist



10:00–10:20

## Keynote: A view from the bridge

**Nicola Solomon**

C.e.o., The Society of Authors



10:20–10:40

## Keynote: How publishing can embrace AI

**Nadim Sadek**

Founder and c.e.o., Shimmr AI



10:40–11:00

## Keynote: Publishing with positivity

**L J Ross**

Author and founder, Dark Skies Publishing

11:00

## A Message from The FLIP

The FLIP is a non-profit platform to inspire people in publishing with insight and honesty from brilliant women.

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Tea Break

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Location  
County Suite

11:30–12:10 **Live streamed**

## Ask the leader: Aimée Felone

**Aimée Felone**  
Managing director  
*Knights Of*

**Yassmin Abdel-Magied**  
Writer and speaker

Location  
Thames Suite

11:30–12:10 **On demand**

## Ask the leader: Briony Grogan

**Briony Grogan**  
Director of people  
and culture  
*Pan Macmillan*

**Molly Flatt**  
Comment editor  
and FutureBook  
programmer  
*The Bookseller*

Location  
Westminster Suite

11:30–12:10 **On demand**

## Ask the leader: Maura Wilding

**Maura Wilding**  
Group  
communications  
director  
*Hachette UK*

**Miriam Robinson**  
Freelance  
publishing  
consultant,  
FutureBook  
programmer

## Location County Suite

**12:15–13:00** **Live streamed**

**How should publishing navigate the evolving AI landscape?**

**Dan Conway** **CHAIR**

C.e.o.

*The Publishers Association*

**Brigid Evans**

Director of government

relations; Chair

*Pearson; PA AI Taskforce*

**Emily Guille-Marrett**

C.o.o. and head of content

*Pickatale*

**Dan Guthrie**

Director general

*Alliance for Intellectual Property*

**James Long**

C.o.o.

*Pan Macmillan*

## Location Thames Suite

**12:15–13:00** **On demand**

**Storyworlds: Doing more with our IP**

**Emma Bell**

S.v.p, creative and brand

and executive producer

*ILP*

**Simon Friend**

Producer

*Simon Friend Entertainment*

**Eric Huang** **CHAIR**

Consultant, lecturer,

podcaster and author

*City, University of London*

**Jasmine Richards**

Founder and c.e.o.

*Storymix*

**Ed Wood**

Publishing director for brands and

creative partnerships, Sphere;

IP director, Little, Brown

*Hachette UK*

## Location Westminster Suite

**12:15–12:30** **On demand**

**Audio case study:**

**Poor Things, and the Rights Things**

**Laura Smith**

Acquisitions manager *W F Howes*

**12:30–12:45** **On demand**

**Audio speaker showcase**

**Carla Herbertson**

Co-founder and director *Small Wardour*

**Rebecca Souster**

Head of US, UK and emerging markets

*Zebralution*

**12:45–13:00** **On demand**

**Audio 101: A history of this ambitious project**

**Jamie Byng**

Chief executive/publisher *Canongate*

**Joanna Lord**

Sales director *Canongate*

## Lunch Break

**14:00–14:45** **Live streamed**

**Driving force: Sales in publishing, by women in publishing**

**Diana Broccardo**

Managing director *Swift Press*

**Anna Derkacz**

Director, group sales and rights

*HarperCollins UK*

**Kathleen Farrar**

Managing director, group sales

and marketing *Bloomsbury*

**Emma Lowe** **CHAIR**

Head of business development,

trade publishing *Glassboxx*

**14:00–14:45** **On demand**

**Listen up: How AI is impacting audio**

**Ravina Bajwa**

Audio consultant and producer

*Timbre Audio*

**Dominic Gribben**

Audio director *Hachette UK*

**Jason Kelly**

Chief legal officer *Sounded*

**Denieca Moulder**

Head of audiobooks and video games

*Sue Terry Voices*

**Jon Watt** **CHAIR**

Group audio director *Bonnier Books UK*

**14:00–14:45** **On demand**

**Cover Meeting Live!**

**A conversation about**

**design in a time of AI**

**Micaela Alcaino**

Freelance designer

**Steve Leard** **CHAIR**

Freelance designer, podcaster

*Cover Meeting Podcast*

**Rafaela Romaya**

Art director

*Canongate*

**David Pearson**

Freelance designer

**14:50–15:30** **Live streamed**

**Guts and story:**

**Publishing with emotion in the age of AI**

**Georgia Henry**

Director *The Pitch Agency*

**Lotte Jeffs**

Writer and podcaster

**Romilly Morgan** **CHAIR**

Publisher *Brazen*

**Kaiya Shang**

Commissioning editor *Chatto & Windus*

**Euan Tait**

Events manager

*The Portobello Bookshop*

**14:50–15:30** **On demand**

**The Spotify dilemma:**

**Is streaming the new à la carte?**

**Kelli Fairbrother**

Co-founder and c.e.o.

*xigxag*

**Nathan Hull**

Chief strategy officer

*Beat Technology*

**Philip Jones** **CHAIR**

Editor

*The Bookseller*

**Sophia MacAskill**

Audio and podcast agent

**14:50–15:30** **On demand**

**Insight insiders: What data did next**

**Caroline Butler**

Founder *Convert Culture*

**Lee Dibble**

Marketing and communities director

*Pan Macmillan*

**Niamh Murray** **CHAIR**

Freelance marketing, comms

and campaigns consultant

**Vicki Traino**

Head of PR and digital *The Folio Society*

**Nicole Vanderbilt**

UK m.d. *Bookshop.org*

## Break

## Location County Suite

16:00–16:40 **Live streamed**

### The way we work: Structural changes that support our teams

**Jenny Fry**

Publisher and commercial director  
*Canongate*

**Lucy Jones**

Internal relationships manager  
*Tandem Collective*

**Joel Rickett**

Managing director  
*Ebury*

**Miriam Robinson** **CHAIR**

Freelance publishing consultant,  
FutureBook programmer

## Location Thames Suite

16:00–16:40 **On demand**

### Life Lessons Podcast LIVE

**Simon Mundie**

Host of 'Life Lessons' podcast,  
author and BBC broadcaster

**David Shelley**

C.e.o./incoming c.e.o.  
*Hachette UK/Hachette Book Group*

## Location Westminster Suite

16:00–16:20 **On demand**

### AI case study: Bond Online Premium

**Helen Freeman**

Director  
*Oxford Children's Books*

16:20–16:40 **On demand**

### AI case study: My Child, the Algorithm

**James Carney**

Computational linguist  
*The London Disciplinary School*

**Sujoy Roy**

Marketing director  
*Footnote Press*

**Hannah Silva**

Author and academic  
*Queen Mary, University of London*

# Closing speeches; FutureBook Awards

## Location County Suite



16:45–17:00

### Cultural report: All tomorrow's stories

**Nancy Adimora**

Founder, OtherStories

17:00–17:30

### The future of leadership: A discussion

**Selina Brown**

Founder and c.e.o. *Black British Book Festival*

**Molly Flatt** **CHAIR**

Comment editor and FutureBook programmer *The Bookseller*

**Srishti Kadu**

Procurement controller *Taylor & Francis*

**Katie Packer**

Editorial director, *Trapeze Orion*

**Emma Quick**

Head of marketing, children's division *Bonnier Books UK*

17:30–18:00

### The FutureBook Awards ceremony

Start-up of the Year

FutureBook Excellence Award

Future Leader of the Year Sponsored by Ingram

Leader of the Year

18:00–19:00

### Drinks reception

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