



25th November, London
In person & online
#FutureBook

Programme

MORNING

COUNTY SUITE

09:00 – 09:30

Breakfast

09:30 – 09:40

Opening Remarks

Molly Flatt

programme director,
FutureBook Conference

09:40 – 10:00

Independent thinking

Fleur Sinclair

owner & president, Sevenoaks
Bookshop & Booksellers Association

10:00 – 10:20

**Heritage meets innovation:
how DK is creating value at 50**

Paul Kelly

c.e.o., Dorling Kindersley

Philip Jones editor, The Bookseller

KEYNOTE

10:20 – 10:40

Publishing in context

Abi Watson

senior analyst, Enders Analysis

10:40 – 11:00

Audio futures

Amanda D’Acerno

president, Penguin Random House Audio,
Global

Nathan Hull

chief strategy officer, Beat Technology

KEYNOTE

KEYNOTE

TEA BREAK : 11.00 – 11.30

FUTUREBOOK AWARDS SHORTLISTS : 11.30 – 11.35

COUNTY SUITE

11:35 – 12:20

PANEL

Spreading the word: Boosting our cultural impact

Sandra Taylor Moderator communications consultant

Mairi Oliver owner & vice president,

Lighthouse Bookshop & Booksellers Association

Louis Coiffait-Gunn c.e.o., Chartered Institute of Library
& Information Professionals (CILIP)

Nicky Old director of communications, The Publishers Association

Kit de Waal author

12:20 – 12:35

SHOWCASE

Sustainability showcase

Speaker to be announced

12:35 – 13:15

PANEL

Mining for gold: Making the backlist sing

Anna Hervé Moderator editorial consultant

Corinne Turner managing director, Ian Fleming Publications

Norah Perkins agent, Curtis Brown Heritage

Laura Smith acquisitions manager, W. F. Howes

Anthony Cooper senior range manager, Waterstones

WESTMINSTER

11:35 – 12:20

PANEL

The event ecosystem: From survive to thrive

Joe Thomas Moderator deputy publicity director and
commissioning editor, Headline Publishing Group

Nic Bottomley owner, Mr B’s Emporium of Reading Delights

Jenny Niven director, Edinburgh Festival

Lucy Bond co-managing director, Fane

12:20 – 12:35

SHOWCASE

International showcase: Spotlight on China

Alicia Liu c.e.o. Singing Grass

Rong Rong chief of exhibition department,
Beijing International Book Fair

12:35 – 13:15

PANEL

Secret agents:

How freelancers can refresh our future

Ruth Waldram Moderator publishing & branding
consultant, copywriter & freelance campaign marketer

Mel Four creative director, Mono, Octopus Books

Katie Roden acting comms director, Macmillan Children’s Books

Freelancer of the Year finalists - TBA

LUNCH : 13.15 – 14.15

FUTUREBOOK AWARDS SHORTLISTS : 14.15 – 14.20

COUNTY SUITE

14:20 – 15:05

PANEL

Machine earning:
Unlocking more value from AI

George Walkely Moderator chair, Midas Group
Sue Hodgson v.p. content, Perlego
Ani Attamian consultant, LEMA Collective
Svenja Rufus chief commercial and strategy officer, Dorling Kindersley
Georgia Kirke c.e.o. and founder, Cliobooks.ai

15:05 – 15:20

SHOWCASE

AI showcase: Narration labelling

Jon Watt trade audio & business development director & chair, Bonnier Books UK & Audio Publishers Group

15:20 – 16:00

PANEL

Audio innovation:
What's new and next

Videl Bar-Kar Moderator global head of audio, Bookwire
Tom Abba writer and designer
Kate Bland founder, Spiracle Audiobooks
Becca Souster audio strategy manager, Pan Macmillan

WESTMINSTER

14:20 – 15:05

PANEL

The sums can work:
What indie publishers need

Bridget Shine Moderator chief executive, Independent Publishers Guild
Kevin Duffy publisher and co-founder, Bluemoose Books
Jasper Joffe c.e.o., Joffe Books
Vidisha Biswas founder, Footnote Press
Amanda Ridout founder, Boldwood Books

15:05 – 15:20

SHOWCASE

Sustainability showcase:
Circular economy

Dan Mucha c.e.o., World of Books Group

15:20 – 16:00

PANEL

What price passion:
How (should) we value influencers?

Trâm-Anh Doan Moderator director of digital marketing - social media, Bloomsbury
Naomi Bacon co-founder, The Tandem Collective
Liv Marsden senior marketing manager, 4th Estate
Emily Russell digital marketing executive & social media content creator

TEA BREAK : 16.00 – 16.30

FUTUREBOOK AWARDS SHORTLISTS : 16.30 – 16.35

COUNTY SUITE

16:35 – 16:45

LEADER Q&A

Award winners in conversation

Two past winners at The FutureBook Awards will share tips and strategies for success

16:45 – 17:15

The FutureBook Awards

The winners of The FutureBook Awards are unveiled

17:15 – 17:30

CREATIVE KEYNOTE

Gemma Cairney author & broadcaster

CLOSING REMARKS & DRINKS : 17.30

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