



25th November, London  
In person & online  
#FutureBook

# Programme

## MORNING

### COUNTY SUITE

09:00 – 09:30

Breakfast

09:30 – 09:40

Introduction

**Molly Flatt**

programme director,  
FutureBook Conference

09:40 – 10:00

KEYNOTE

**Independent thinking**

**Fleur Sinclair**

owner & president, Sevenoaks  
Bookshop & Booksellers Association

10:00 – 10:20

KEYNOTE

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

**Paul Kelly**

c.e.o., Dorling Kindersley

**Philip Jones** editor, The Bookseller

10:20 – 10:40

KEYNOTE

**Publishing in context**

**Abi Watson**

senior analyst, Enders Analysis

10:40 – 11:00

KEYNOTE

**Audio futures**

**Amanda D’Acerno**

president, Penguin Random House Audio,  
Global

**Nathan Hull**

chief strategy officer, Beat Technology

## 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, freelance

12:20 – 12:35

SHOWCASE

**Sustainability showcase**

**Zoë Fawcett**

production director, Bonnier Books

12:35 – 13:15

PANEL

**Mining for gold: Making the backlist sing**

**Anna Hervé** Moderator editorial consultant, freelance

**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

**Julia Kellaway** editorial consultant, freelance

**Eve Wersock Morris** director, EWM PR

## 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

**Tom Wraith** data & analytics director, 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 vice president audio, Bookwire

**Tom Abba** writer and designer, freelance

**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** founder & director, ChallyPop & The Tandem Collective

**Liv Marsden** senior marketing manager, 4th Estate

**Emily Russell** digital marketing executive & social media content creator, Bloomsbury

**Beatrice Mustocea** top creators & public figures UKI + Nordics lead, TikTok

## TEA BREAK : 16.00 – 16.30

### FUTUREBOOK AWARDS SHORTLISTS : 16.30 – 16.35

#### COUNTY SUITE

16:35 – 17:05

LEADER Q&A

#### Award winners in conversation

**Polly Osborn** publishing strategy & comms director, Simon & Schuster

**Katie Ogunşakin (née Packer)** editorial director, Trapeze

17:05 – 17:15

#### The FutureBook Awards

The winners of The FutureBook Awards are unveiled

**Miriam Robinson** programme director FutureBook Conference

17.15 – 17:30

CREATIVE KEYNOTE

#### Ecologies of connection:

Collaborating across sectors to accelerate change

**Gemma Cairney** author & broadcaster, freelance

## CLOSING REMARKS & DRINKS : 17.30

Awards category sponsors



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