

Digitise or Die?
The conference for the book industry in the digital age
3rd July 2008
London Stock Exchange

In main room:

Morning plenary sessions

09.00 The Bookseller welcome

09.15 **Keynote presentation: Will the digital book enhance consumer experience and drive sales?**

Jason Hanley, strategic development partner, **Google Book Search**

09.45 **Keynote Presentation: Consumers' identity- online and offline: books and digitisation**

Polly Courtney, head of insight, **BauerConsumer**

10.30 Morning Break

11.00 **The digital age and the book – why digital and why the fuss?**

- strategies for developing digital opportunities can sell more content to existing customers as well as new content and services to new customers
- in a networked world some markets will become wholly digital and others partially so , as a comparison of business and professional to consumer publishing shows
- positive strategies to build new markets and accommodate new customer requirements are the only way to offset the potential for damage inflicted on the music and newspaper industries
- the digital marketplace is now 25 years old, and the internet itself is aged 15; so what have we learnt?
- the road to success is paved with innovation, experimentation and collaboration with former competitors

David Worlock, chief research fellow, **Outsell**

11.45 **Monetising social media: unlocking value**

- What are the “success” stories in online marketing?
- What is the future for social media and retailing online?
- How can this be effectively harnessed, if at all?

Andrew Keen, entrepreneur and author of “The Cult of Amateur” (*Nicholas Brearley*)

12.30 **Finding and developing communities of readers online**

- Case-study: what are the ingredients to making an effective book blog?
- Case-study: tips in developing communities of readers online

Meg Rosoff, author and blogger

13.15 Lunch

14.30 Break -Out Sessions A and B

Afternoon break-out sessions in different rooms:

Streamed Session A

Chair of Stream **Richard McMorris**, partner, **Wiggin LLP**

14.30 **Chair's presentation**

14.50 **Panel: Digitising the book: Conversion Strategies**

- Is everyone prepared for the digitisation of the written word?
- Formats, which are best, or is there one?
- What must you make available?

- What are the likely standards? Are there any now or just around the corner?
- What about colour and pictures in digital formats?
- Rights and DRM, especially international boundaries,
- Authors feelings, Publishers rights etc
- Amazon and Google, how will they treat publishers' assets?
- Experiences in Canada

Michael Smith, executive director, **International Digital Publishing Forum (IDPF)**

Richard McMorris, partner, **Wiggin LLP**

David Roth-Ey director of ebooks and digital business development, **HarperCollins**

15.30 Afternoon break

15.45 **How to launch and eBook business – “the *Dummies Guide* to digital publishing and digital publishing tools” (apologies to *Wiley*)**

- How do you create an eBook and how do you create a *great* eBook?
- What metadata and files do you need and why?
- What is epub and should you only create ebook files in this format?
- How can you use widgets and other web marketing tools to get people sampling your books digitally and then maybe sell them a paper copy?
- How can I make better use of POD?
- How can you develop direct relationships with consumers and sell more, directly?
- How you use mobile phones and iPhones?

Rolfe Swinton, chief operating officer, **CPI Publishing Solutions**

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Streamed Session B

Chair of Stream:

14.30 **Panel: Digital Spaces**

- Different kinds of digital spaces: @ home on PC, out on the mobile, paid for content, UGC – what works on different platforms? To what extent do digital platforms fit into each other to enable content to live across hardware boundaries? How do young people in different cultures interact with digital platforms? (itunes, phones, PC, online etc...) and how does this culture affect the use of such devices?

Panellists:

Andrew Keen, entrepreneur and author of “The Cult of Amateur” (*Nicholas Brearley*)

Yang May Ooi, novelist, blogger and social media commentator

Kieron Smith, managing director, **BookRabbit**

15.30 **Afternoon Break**

15.45 **Session Two: SEO**

16.30 **Break at End of Streamed Sessions**

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Back in main room:

16.45 ***The Bookseller Interview: Stuart Miles*, editor, **Pocket-Lint**
Digitisation: what’s that coming over the hill?**

What are the differences between the eBook readers available?

- Sony, Iliad, Kindle and more

17.20 Chair’s summary of the highlights of the day

17.30 Drinks Reception