



In association with

The Literary Platform

13:00 REGISTRATION

13:15 SHORT WELCOME & INTRODUCTION TO DAY

PART ONE: INDUSTRY SHOW & TELL

Show & Tell from the Publishing Industry

13:20 Session 1:

Dan Franklin, digital editor, **Random House** – commissioning in a digital age [@DigitalDanHouse](#)

Rebecca Ikin, marketing director, **Pan Macmillan** with **Nick Ryan**, sound consultant – using binaural sound to create an immersive reading experience [@musicandsound](#)

Ruth Spencer, marketing manager, and **Stefanie Posavec**, designer, **Penguin** – on the MyFry App; experimenting with non-linear approaches to narrative [@spence79](#) [@stefpos](#)

Audience Q&A

14:00 Session 2:

Michael Bhaskar, digital publishing director, **Profile Books** – a cross-platform project for publishing. [@ajaxlogos](#)

Tom Conway, digital publishing manager, **HarperCollins Children's Books** – the latest from HarperCollins digital children's division, the team behind the Oliver Jeffers app [@theendpaper](#)

Henry Volans, head of digital publishing, **Faber & Faber** with **Max Whitby**, **Touch Press** on the new *The Waste Land* app for iPad [@FaberDigital](#) [@touchpress](#)

Audience Q&A

14:40 COFFEE / TEA BREAK

PART TWO: INSPIRE SESSIONS WITH SPEAKER Q&As

15:00 Introduction to Inspire Speakers

15:05 **Between Page and Screen**

Amaranth Borsuk, Mellon Postdoctoral Fellow in the Humanities at Massachusetts Institute of Technology will showcase her augmented-reality book of poems

[@amaranthborsuk](#)

[Continues overleaf]

15:20 Six to Start – stories in the real world

Adrian Hon, founder, **Six to Start** – on a mobile storytelling platform that integrates Twitter and Foursquare to allow stories to take place in the real world

[@adrianhon](#)

15:35 Unbound – a democratic approach to publishing

Unbound co-founders John Mitchinson and **Dan Kieran** talk about their new publishing platform which aims to benefit both authors and readers

[@johnmitchinson](#) [@spielzeug_](#)

15:50 ustwo™ – pushing the boundaries of the reading experience

Mills, CHIEF WONKA and **McFarbs, head of content**, talk about the Nursery Rhymes with StoryTime App, and will exclusively present their latest 'Paper Cut' platform which combines short stories with sound and gentle interaction

[@millsustwo](#) [@parishair](#)

16:15 Somethin' Else – Nicky Birch and Trevor Klein from Somethin' Else' digital development team

showcase recent projects such as the award-winning Papa Sangre, and their government funded R&D work exploring how the streaming of audiobooks may work

[@birchos](#)

16:30 COFFEE / TEA BREAK

16:45 WRAP UP PANEL: GETTING REAL

George Walkey (head of digital, **Hachette UK**), **Tim Cooper** (director, digital & marketing, **Harlequin Mills & Boon**) and **Rebecca Smart** (managing director, **Osprey**) and **Philip Jones** (deputy editor, **The Bookseller** and co-founder, **FutureBook**) on the practicalities of integrating an innovation strategy into your publishing house, chaired by **Peter Collingridge** (co-founder, **Enhanced Editions**)

[@walkley](#) [@MillsandBoonUK](#) [@rebecsmart](#) [@TheFutureBook](#)

17:30 Closing Remarks

17:45 Pub!

Platinum sponsors:



Gold sponsors:

