

GENERAL INFORMATION

Delegate Badges:

Delegate passes can be collected on arrival from the Conference Reception.

Luggage:

Should you be staying in accommodation off site, and travelling direct to the Conference Centre, then luggage can be stored with venue staff on arrival. This will be a ticketed service and available throughout Monday and Tuesday.

Transportation:

Train/Coaches – A delegate coach timetable can be downloaded from www.bookindustryconference.org.uk
Coaches on Monday will depart from Cambridge Train Station at 9.40am and at 1.00pm. Delegates are advised to inform Conference Staff at the BA, if they require coach transportation on Monday for the Conference, and on the Monday evening for the British Book Industry Awards.

There is ample free parking at the venue. If you are travelling by car, a parking permit can be obtained from the BA.

Dress Code:

Dress Code for the British Book Industry Awards is Black Tie or Lounge Suit.

Conference Office:

The Conference Office is located in the Conference Centre.

Monday 1st June: 9.00 – 6.00pm

Tuesday 2nd June: 9.00 – 4.30pm

Tel: 01223 495192

Contact:

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BA
The Book Industry Conference
Bringing the UK's leading creative industry together

WHEN?

1st & 2nd June 2009

WHERE?

The Wellcome Trust Conference Centre, Genome Campus, Cambridgeshire www.wtconference.org

- The Conference will commence at 1.45pm on Monday 1st June and finish at 4.30pm on Tuesday 2nd June
- The Booksellers Association Annual General Meeting will take place at 10.30am on Monday
- The British Book Industry Awards will be held on Monday evening
- All Events will take place in The Wellcome Trust Conference Centre and Hinxton Hall

The Conference Programme

Monday 1st June

(All Business sessions will take place in the Francis Crick Auditorium)

1.30pm

Welcome Coffee

(Coaches Depart from Cambridge Train Station at 1.pm)

1.45pm

Chair Welcome

Damian Horner

1.50pm

The Challenges for the Industry

The Speakers:

Graham Rand
Ian Hudson

2.10pm

Consumer Now / Consumer Future

An analysis of consumer behaviour in the current economic climate, a market snapshot of book buying and what we can expect from tomorrow's consumers and readers.

The Speakers:

Jonathan Nowell, President of Nielsen Book
William Higham, The Next Big Thing

2.45pm

Tea & Coffee Break

3.00pm

1) THE INDUSTRY MASTERCLASS

Expert speakers from different disciplines give ten minute masterclasses for success. The aim is to provide delegates with a stream of practical 'nuggets' of information that they take away and immediately apply to their own businesses. This will be a whirlwind session of ideas covering areas as diverse as Staff management, Marketing, Trend spotting, Store layouts, and Online retailing.

Each speaker has been chosen for their expertise in each area, most have won awards in their fields and many have featured on television. Areas to be covered in each of the ten minute sessions in The Industry Masterclass include:

- People – Managing your greatest asset in a recession
- e-CRM – Electronic Customer Relationship Management
- Cash, Costs, Communication
- Marketing – What to say and how to say it
- Trend Spotting – What happens next?
- In Store Consumer Engagement & Navigation
- Online retail – Engaging the Consumer
- Pricing – Getting it Right

4.30pm

Business Ends

6.30pm

THE BRITISH BOOK INDUSTRY AWARDS 2009

6.30pm

British Book Industry Awards Drinks Reception

Hinxton Hall

7.30pm

British Book Industry Awards Ceremony

The Francis Crick Auditorium

9.00pm

Post Awards Dinner

Hinxton Hall

Tuesday 2nd June

10.00am

2) THE INDUSTRY DEBATE

A chance for all delegates to engage in a series of round-table debates. Each table will be hosted by an Industry leader who will facilitate discussion and thinking around one of five chosen subjects. The objective of this session is for delegates to speak their minds and shape the direction of industry thinking on key issues. Each table will be tasked with agreeing upon a series of resolutions that can later be shared with the rest of the conference.

The 5 Debates

- 1) Pricing & Formatting
- 2) New Talent & Taking Risks
- 3) The Life of the Book
- 4) How Books Are Sold
- 5) Reaching the Youth Market – Tomorrows Consumers

Chairing the Debates:

David Roche, HarperCollins
Jamie Byng, Canongate
Rachel Russell, WH Smiths
Neill Denny, The Bookseller
Honor Wilson-Fletcher, National Year of Reading

12.00pm

Conference Lunch for all delegates

2.00pm

3) THE INDUSTRY INITIATIVE

The BA and PA will come together to present their plans for a pan-industry marketing initiative to increase spontaneous awareness of books in consumers minds. The objective of this session is to share the thinking and present the early stages of how it might manifest itself in store and in books.

2.45pm

Tea Break

3.00pm

THE INDUSTRY DEBATE – FEEDBACK SESSION

(Please check conference centre notice boards for locations.)

A presentation of the thoughts and resolutions raised by the Industry Debates. These will have been collated over the course of the afternoon and put into a format that focuses on what the Industry needs to stop doing, what we must continue to do and what we must start doing.

4.00pm

Closing Address

Author, Alain De Botton will give an insightful closing speech, on the 'Pleasures and Sorrows of Work' in the current climate.

4.30pm

Conference Ends