

Nielsen BookData Publisher Seminar 2024

Thursday 23 May 2024

London Transport Museum, Covent Garden

Agenda

10.00 Arrival and Registration (coffee served)

- 10:15 Welcome and Introduction - Jo Shaw, BookData Metadata
Jo will provide a brief overview of the book supply chain and explain where Nielsen BookData sits within it.
- 10:30 Everything you need to know about the ISBN - Peta Wilson, ISBN Agency
Peta will explain what an ISBN is, why you need one and how to allocate it.
- 10:50 **Guest speaker:** Overview of Gardners - Simon Morley, Gardners
Simon will provide an overview of Gardners role within the book supply chain and how they work with publishers and self-published authors

11:10 Break

- 11:25 The importance of good metadata - Clive Herbert and Chris Pow, BookData Metadata
Clive and Chris will explain the different types of metadata you can provide, its importance within the book ecosystem and how to supply it.
- 11.55 **Guest speaker:** An insight into the Copyright Licensing Agency - Harry Boughton, Copyright Licensing Agency
Harry will provide an introduction to the Copyright Licensing Agency, and how they license organisations to lawfully use, copy, and share text and image-based content owned by authors, publishers, and visual artists.
- 12.15 **Guest speaker:** How not to be afraid of AI - Anna Ganley, Society of Authors
Anna will share recent developments in this fast-moving field, and consider some of the legal, ethical and practical implications for the publishing industry.
- The Society of Authors works to raise awareness, provide guidance, challenge poor practice and argues for the recognition of creators' rights.*

12:35 Lunch (light buffet served)

- 13.20 Creating 'Look Inside' content with Book2Look - Lucy Huddleston, BookData Metadata
Lucy will show how Book2Look 'Look Inside' content is being used by retailers and publishers to showcase titles.
- 13.40 **Guest Speaker** - How does an online retailer use your data? - Sarah Walden, World of Books
Sarah will provide an introduction to World of Books and explain how an online retailer uses the data you provide to improve discoverability and maximise sales
- 13.55 Measuring your success - Matt Orzlowski, BookData Research
Matt will give an overview of the UK book market and how you can use BookScan sales data to track your sales.
- 14.20 Q&A panel chaired by Jo Shaw

14.40 Close and thank you - Jo Shaw, BookData Metadata

14:45-15:30 Opportunity to network and meet with the presentation teams

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