

Book Industry Communication

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THE 11th LBF SUPPLY CHAIN SEMINAR

**The Cromwell Room
London Book Fair at Earls Court
Wednesday 21 April 2010**

PROGRAMME

- 10.00** **Introduction and welcome**
Michael Holdsworth, Chair of BIC
- 10.05** **New ways to reach consumers in the digital world**
Michael Tamblyn, Kobo
- 10.25** **The cash cow that isn't milked**
Steve Walker, SBS Worldwide
- 10.45** **Books and the semantic web**
Priya Parvatikar, Publishing Technology
- 11.05** Break
- 11.15** **Our business: the view from New York**
Scott Lubeck, Book Industry Study Group
- 11.35** **Using EDI data to improve your business**
Paul Kaye, Freeway Commerce
- 11.55** **ISTC in action: the benefits for the supply chain from
publisher to retailer**
Julian Sowa, Nielsen Book
- 12.15** **Widening horizons for BIC**
Peter Kilborn, Book Industry Communication
- 12.30** **Close**