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