

## 37<sup>th</sup> International Supply Chain Seminar Room Concord, Halle 4.C, Messe Frankfurt

from 12.30 **Registration**

1.00 **Welcome and introduction**

Graham Bell, Executive director of EDItEUR

1.10 **Keynote – Metadata and standards: the good, the bad and the counterfactual**

Jonathan Nowell, President of Nielsen Book

1:35 ***Thema*: a history and overview**

Howard Willows, Senior Manager, Data Development, at Nielsen Book

1:55 **Establishing *Thema* in the German language book market: the stick and carrot**

Ronald Schild, CEO of Marketing- und Verlagsservice des Buchhandels (MVB)

2:20 ***exact title to be confirmed***

Merve Okçuoğlu, Corporate Coordinator, Türkiye Yayıncılar Birliği (Turkish Publishers Association)

2:30 **Session Q&A**

2:35 **Keynote – Ownership or access: what do consumers really want?**

Andrew Weinstein, VP of Content Acquisition, Scribd

3.00 **Networking break**

3:30 **ONIX: transitions, extensions and updates**

Graham Bell

3:40 **Metadata and discoverability: key data and common problems**

Patricia Payton, Senior Manager, Provider Relations for ProQuest and Bowker

4.05 **My publishing house is ruled by bots**

Gregorio Pellegrino, Consultant and Production Supervisor at Effata Editrice

4:25 **Session Q&A**

4:30 **Semantic enrichment: the promise and the practicalities**

Sam Herbert, Client Services Director at 67 Bricks

4:50 ***exact title to be confirmed***

Frank Salliau, Project Manager, Media Technology, iMinds

5:10 **Session Q&A**

5:15 **50 Years of standardised book numbering**

from 5:30 **Reception**

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