



مؤتمر دبي الدولي للنشر
DUBAI INTERNATIONAL PUBLISHING CONFERENCE

Dubai International Publishing Conference

5-6 March 2017
InterContinental, Dubai Festival City

DAY 1

Sunday, 5 March 2017

8.00-8.45

Registration

8.45-9.00

Welcome from David Perry, Dubai International Publishing Conference Director

followed by Keynote Address from Jeffrey Archer

9.00-9.45

The Global Publisher's Role in Today's World

In a vastly changed global, multilingual, digital world of culture, education, and research, how can publishers keep up, and what should they be doing?

Richard Charkin

9.45-10.30

Starting Up to Success

From ambition to established publisher, how do start-ups get started, and how do they find and publish the best authors?

Emma Shercliff

10.30-10.45

Inaugural Address

10.45-11.15

Break

11.15-12.00

Publishing a Runaway Bestseller case study: Lean in 15 by Joe Wicks

International success brings unexpected challenges. How do we navigate the path of a brand-new bestseller?

Carole Tonkinson will be in conversation with David Perry

Or:

Masterclass - What Does the Consumer Want:

How to use data to find out

Louisa Livingston

Max 15 participants



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12.00-12.45

Great Publishing Strategies for SMEs

What are the best ways to sell and market books across the exciting, expanding market of the Middle East?

Adrian Greenwood

12.45-14.15

Lunch with talk from Nisha Katona, author of *Pimp My Rice*

14.15-15.00

Innovative Publishing for the Visually Impaired

How Braille, audio and large print can bring great books to everyone

Fahad Al Mamari, Mohammed Al Friaah and Dr Ahmed Al Omran Al Shamsi, moderated by Mohamad Eleghfeli

Or:

Masterclass – Marketing Matters:

How to make it work

James Spackman

Max 15 participants

15.00-15.45

Social Media Publishing: The Story So Far, and Where is it Going?

Holly Harris will be in conversation with Emma Shercliff

15.45-16.15

Break

16.15-17.15

Publishing in the UAE

The successes, challenges and opportunities of today's publishing scene

Jamal Al Shehhi, Charlie Scott and Al Sa'ad Almenhali, moderated by Ibrahim Khadim

17.15

Closing remarks for Day One

David Perry



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DAY 2

Monday, 6 March 2017

9.00-9.45

Welcome

Ibrahim Khadim, Deputy Festival Director, Emirates Literature Foundation

Engaging with Publishers

Creating a culture of engagement between the NMC and publishers: the rules and the challenges

H.E. Mansour al Mansouri & H.E. Jamal Bin Huwairab, moderated by Julie Till

9.45-10.30

What Publishers' Associations and Unions do for You

Competition, yes, but cooperation, too. Working together raises everyone's game

Bodour bint Sultan Al Qasimi, Richard Charkin, Mohamed Rashad & Bachar Chebaro, moderated by Dr Aly Abdul Qader Al Hammady

10.30-11.00

Arab authors Writing in French: From the fringes to the centre

Charif Majdalani

11.00-11.30

Break

11.30-12.15

Today's Fashions in Children's Books

What do children really want to read today, and how can we predict what they want tomorrow?

Marwa Al Aqroubi, Amal Farah, Rachel Hamilton and Lucy Strange, moderated by Samar Al Mashta

Or:

Masterclass: International Rights and How to Exploit Them

Jason Bartholomew

Max 15 participants

12.15-13.00

Going Digital

Ebooks and audio in Arabic – what are the platforms and where are the readers?

Shadi Al Hasan and Tarek El Bolbol moderated by Ranya Abdel Rahman

13.00 -14.00

Lunch with Translation Matchmaking Session

The Emirates Literature Foundation team will present ten books – five in Arabic, five in English – that they passionately believe deserve translation



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14.00-14.45

Creating the Roald Dahl Dictionary

An exercise in collaboration between Oxford University Press, Penguin Random House, and the Dahl Estate

Vineeta Gupta

Or:

Masterclass: Creative Commissioning:

How to choose and nurture the best authors for your list

Carole Tonkinson

Max 15 participants

14.45-15.30

Publishing Great Authors: the 'Cairo Trilogy' by Naguib Mahfouz

Finding new markets for Arab writers around the world

Trevor Naylor

15.30-16.15

Got data? How to use it. No data? How to get it, and why it matters

Can you sell more books using information you didn't know was any use?

Louisa Livingston

16.15-16.45

Break

16.45-17.30

Maximising International Rights

There's a whole world out there. What have you got to sell, and who's buying?

Jason Bartholomew

Or:

Masterclass – Breaking Through in Children's Publishing:

A new way forward

Amal Farah

Max 15 participants

17.30-18.15

Know your Booksellers

How to motivate the people who sell your books!

James Spackman

18.15

Closing remarks

David Perry

Please note the programme is subject to change