

DAY 1

FRIDAY

DECEMBER/1/2017

9:30 AM - 11:00 AM

Harvest your IP

A discussion on the need to understand IP in the context of your business, and improving your team's awareness of IP issues and policies. Also add to your know-how about the status-assessment essentials for your contracts.

11:00 AM - 11:30 AM

Coffee

11:30 AM - 1:00 PM

Harvesting your IP (contd.)

1:00 PM - 1:45 PM

Lunch

1:45 PM - 3:15 PM

Book as a Springboard The potential of product transformation

Rediscover the potential of your backlist and find the best-suited mode for transforming it into other media.

3:15 PM - 3:30 PM

Coffee

3:30 PM - 5:00 PM

Accelerating Global Rights Trading

Your existing contracts can be a passport for international trading. Martin Jack from IPR License tells you how to go global with your existing backlist.

DAY 2

SATURDAY

DECEMBER/2/2017

9:30 AM - 11:30 AM

Know Your Customer

Advent of the digital has bridged the gap between the consumer and the publisher. Understand the patterns, consumer behaviour and tastes to sell direct. All that you need to know about metrics-based decision making for IP commercialisation.

11:30 AM - 11:50 AM

Working Coffee

Time to refuel the brain!

10:50 AM - 1:00 PM

Idea Spark

Get your minds together to rethink, transform and monetise your product. Think big, think different, and go beyond the book!

1:00 PM - 2:00 PM

Lunch

2:00 PM - 3:00 PM

Idea Spark

An hour to lock down on your product plan and put those final touches on your presentation.

3:00 PM - 3:20 PM

Coffee

3:20 PM - 5:00 PM

Idea Speak Presentation and Feedback

The ta-da moment! Final presentations, Q&A with our experts and some feedback.