



TLC The
Literary
Consultancy

Literary Values in a Digital Age

THE LITERARY CONFERENCE

WRITING IN A DIGITAL AGE

JUNE 13-15 2014

FREE WORD CENTRE, LONDON

CONFERENCE PROGRAMME

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CONFERENCE PARTNERS



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Welcome



REBECCA SWIFT

**CO-FOUNDER AND DIRECTOR OF
THE LITERARY CONSULTANCY**
@TLCUK

This is The Literary Consultancy's third Writing in a Digital Age Literary Conference, and we are delighted once again to be hosting a line-up of remarkably talented speakers and other representatives from highly innovative organisations who bring with them a broad range of experience from both the traditional and new-fangled publishing world.

As manuscript assessors working at literature's coal-face, TLC's job is to keep a steady eye on where value for capable and excellent writers, both in terms of quality of experience as well as economics, is to be found. Our conference is designed to provide an inspiring and information-packed few days to bring delegates up to date with their options.

As is now well observed, the technological revolution continues to stir up the ways in which writers and readers find one another, and raise many questions, in particular about the role of gatekeepers. Is becoming a self-published writer (or authorpreneur) a route a writer should consider, and if so at what stage? Or do most writers still crave the support of a literary agent, and traditional publisher? Is it possible to have both? What kind of writing thrives, or suffers, in the brave new world? What kind of lessons have publishers learned from what self-publishing has shown them?

Our speaker line-up, which includes the pioneering 'hybrid' author Cory Doctorow as Keynote Speaker, self-publishing successes Polly Courtney, Rachel Abbott and Joanna Penn as well as successful publishers with many years' experience such as Bloomsbury's Alexandra Pringle, Faber & Faber's Stephen Page and United Agents' James Gill, will help address these questions, and many more.

Thank you to all our speakers, and to you for coming, and also Kobo Writing Life for their sponsorship of the Pen Factor Writing Competition this year, along with our distinguished partners, the Royal Society of Literature, ALLi, and media partner, *The Guardian*.

Sign up to our newsletter via www.literaryconsultancy.co.uk and follow us on Twitter at @TLCUK to keep in touch and continue the conversation.

All very best and thank you for attending,

Rebecca Swift

Co-founder and Director of The Literary Consultancy



JON SLACK

**CO-CURATOR OF THE
LITERARY CONFERENCE**
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@ausnzfestival

It will be surprising to almost nobody that, three years since our first conference, evolution in the relation between 'digital' and 'traditional' forms of publishing has been rapid, and continues to disrupt. But disruption in our content industries is more often than not a good thing for the audience, or the readers, and much more challenging for the industries established to serve them. Literature and storytelling are as exciting as they have ever been, but there are signs of traditional literary industries feeling the strain.

Disruption could be viewed as really just another word for innovation, or an inevitable by-product of it. In the case of literature, many authors are increasingly finding their voice, and publishers (not all, but most) have found exciting ways to engage with new and old work. Predictably, however, attempts at combining technology with writing can also leave a lot to be desired. Large questions remain about how to make technology which delivers and sells work better for writers, especially with an explosion in the market of services and support networks.

What I love about being a part of these three days is the chance to catch up with what is happening in such a rapidly changing environment. We have so many fantastic speakers with a lot to offer into these discussions, and many successes (and failures) to trumpet. I hope it helps to offer some answers, throw up new questions, and leave you feeling resolved and clearer in how you can make writing in the digital age work for you.

Jon Slack

Conference co-curator

13 June

REGISTRATION & COFFEE

9.00–9.30AM

WELCOME

9.30–9.40AM

Welcome from TLC Director **Rebecca Swift** and Co-Curator **Jon Slack**

KEYNOTE FROM CORY DOCTOROW

9.40–10.20AM

Author and renowned digital publishing pioneer, **Cory Doctorow** will inspire, inform, and challenge in a dynamic opening talk about his creative experiments on and offline, and address head-on the thorny question of 'Intellectual Property in a Digital Age'.

#TLC14 INDUSTRY SNAPSHOT

With Nielsen Book presentation

10.20AM–12.00PM

Steve Bohme (Nielsen Book), **James Gill** (United Agents), **Stephen Page** (Faber & Faber), **Diego Marano** (Kobo Writing Life) and *The Guardian's* **Claire Armitstead** (Chair) will reflect on another huge year of change for the book trade – one which has seen the firm establishment of self-publishing as a required consideration for all book businesses. As the 'normalisation' of digital within publishing continues, what levels of disruption and continuation can we expect in the year to come?

LUNCH (PROVIDED)

12.00–1.15PM

MIRROR, MIRROR, ON THE WALL

Authors, publishers, and lessons from the past

1.15–2.30PM

The digital age has arguably given more power back to the author, who now has the choice to 'go it alone'. This panel chaired by **Claire Squires** (Professor of Publishing, Stirling University), will explore the author-publisher relationship, with **Alexandra Pringle** (Bloombury), **Alison Baverstock** (Publishing, Kingston University), and **Rebecca Abrams** (award-winning author and journalist).

COFFEE BREAK

2.30–2.45PM

FUNDING FOR WRITERS

Grants, awards, and other opportunities for writers

2.45–3.45PM

The UK is fortunate in that it still enjoys a relatively high level of arts funding. It is not always obvious, however, where writers should go if they are seeking financial support for worthwhile projects. This practical session, chaired by **Nico Macdonald** (Media Futures) invites speakers including **Gemma Seltzer** from Arts Council England, **Sarah Baxter** from the Society for Authors, and **Joanna**

Ellis from the Writing Platform to bring you up to date about what kinds of funds and awards are available.

COFFEE BREAK

3.45–4.00PM

THE AGE OF POSSIBILITY

Making the words go further

4.00–5.15PM

A panel of key publishing visionaries will demonstrate how new business models and technologies are making it possible to produce the same stories across a range of different formats, taking advantage of new (and sometimes old) technologies to tell stories in different ways. Chaired by **Jon Slack**, speakers are **David Varela**, **Frances Bickmore** (Canongate) and **John Mitchinson** (Unbound).

SUMMINGS UP FROM THE DAY WITH REBECCA SWIFT & JON SLACK

5.15–5.20PM

DRINKS & NETWORKING (PROVIDED)

5.20–6.00PM

14 June

THE WRITER IN THE MACHINE

Self-publishers, and how they do it

10.00AM–12.00PM

In this critically useful session for all interested in how self-publishing really works, **Orna Ross** (Chair), pioneering founder of The Alliance of Independent Authors will be joined by author and marketing guru **Joanna Penn** and self-published writers **Rachel Abbott** and **Polly Courtney**, to examine three different types of writers capable of achieving success without a mainstream publishing house. You will be given a chance to discover where you fit into the new publishing picture, whether you are a writer, or another literary professional.

COFFEE BREAK

12.00–12.15PM

KEYNOTE BY PIERS ALEXANDER

With *epubli*

12.15–12.35PM

Piers Alexander, author and serial entrepreneur, will describe his adventures in publishing since winning last year's Pen Factor Writing Competition. We are delighted to welcome him back, and look forward to sharing his Top Ten Tips with the audience. Piers also launches his book *The Bitter Trade* on 12 June 2014, but will have exclusive advance copies at the Literary Conference.

12.35–1.00PM

Jörg Dörnemann, CEO of *epubli*, chosen publishing platform of **Piers Alexander**, will tell us how they work and how you should think

if you want to break into a foreign language market, with specific reference to the German language market.

LUNCH (PROVIDED)

1.00–2.15PM

PEN FACTOR WINNERS

Sponsored by Kobo Writing Life

2.15–2.35PM



TLC Manager **Aki Schilz** and **Diego Marano** from Kobo Writing Life will summarise findings from the Pen Factor competition and announce the winners. Short-listed writers will benefit from an industry feedback session on Sunday 15 June.

WHOSE OPINION IS IT ANYWAY?

Book reviewing in the 21st century

2.35–3.50PM

Bloggers have increased their influence and readerships exponentially in recent years, meanwhile various reviewing platforms have undergone intense scrutiny. This key session will consider the full range of reviewing options for writers, including the traditional, with a panel made up of book blogging's First Lady, **Dovegreyreader**, writer **Sam Leith**, founder of ReadySteadyBook and Head of Digital for Quercus Books, **Mark Thwaite** and Chair, bibliophile **Paul Blezard**.

COFFEE BREAK

3.50–4.00PM

CANON TALES

4.00–5.15PM



Canon Tales is a rapid-fire look at the stories behind the UK's top players in the world of literature and digital: **Kamila Shamsie** (author and journalist), **Max Porter** (Granta Books), **Maggie Fergusson** (Director of the RSL and author), **Chris Gribble** (Director of Writers' Centre Norwich), **Daniel Cooper** (Former Amazon Head of Kindle Publishing and self-published author), **Katy Darby** (Liars' League), **Hannah Sheppard** (DHH Literary Agency) and graphic novelist/film writer **Mike Carey** (DC, Marvel Comics). These inspiring industry players will talk about what has motivated their careers using 20 images each lasting precisely 21 seconds each.

SUMMINGS UP FROM THE DAY WITH REBECCA SWIFT & JON SLACK

5.15–5.20PM

DRINKS & NETWORKING (PROVIDED)

5.20–6.00PM

15 June

10.00am–2.00pm

With optional literary walk to the Southbank Centre 2.00–3.00pm

Sunday is designed to offer a range of activities for writers, and you will have pre-signed up to sessions. In addition TLC, ALLi, Amazon KDP & CreateSpace, Completely Novel, epubli, Kobo Writing Life, Liars' League, and the RSL will have stands in the main hall, for you to drop in and chat to representatives. We encourage you to mingle, ask questions, learn and enjoy.

Lecture theatre

PEN FACTOR WRITER-AGENT PITCHING

10.15AM–2.00PM

Diego Marano of Kobo Writing Life, Pen Factor Sponsors 2014, will talk about KWL's work and introduce the fifteen shortlisted writers who will pitch their work to a panel of literary agents, chaired by TLC Director **Rebecca Swift**. Writers will pitch in groups of three x 25 minute sessions, followed by a short Q&A, and various chances to network. We highly recommend you dip in to this event, as it is buzzy, fun, and you can learn how literary agents (**Lorella Belli**, **Heather Holden-Brown**, **Chris Wellbelove** from Greene & Heaton, **Hannah Sheppard** from DHH Literary Agency, and **Tom Witcomb** from Blake Friedmann Literary Agency) think and what they are looking for.

Sassoon Beer boardroom

RSL MASTERCLASS

With *Bernardine Evaristo*

10.00AM–1.00PM

Bernardine Evaristo will run a three-hour Masterclass run by the Royal Society of Literature (RSL) in association with the Booker Prize Foundation, about how to create characters our readers will want to know about.

BONUS DAY

Please note we provide refreshments but not lunch on the Bonus Day so please bring a sandwich or there are cafes nearby.

Hetherington or Garvin meeting room

ALLIANCE OF INDEPENDENT AUTHORS (ALLi)

One-to-one advice sessions

11.00AM–2.00PM

ALLi representatives have a wealth of experience and will be at the conference to give you invaluable advice about whether self-publishing is for you, and if so how you can get the best out of it. Advisory sessions will be scheduled in 20 minute slots.

Main hall

KOBO WRITING LIFE

One-to-one advice sessions

11.30AM–1.30PM

This year's Pen Factor Writing Competition sponsor, Kobo Writing Life will be holding one-to-one advisory sessions about publishing through their platform, and how Kobo Writing Life can help. Advisory sessions will be scheduled in 20 minute slots.

Main hall

AMAZON KDP & CREATESPACE

One-to-one advice sessions

11.00AM–2.00PM

If you're interested in publishing through Amazon KDP & CreateSpace but are not sure, or have questions on the processes, Amazon KDP & CreateSpace representatives will be at the conference to help. Advisory sessions will be scheduled in 20 minute slots.

Main hall

EPUBLI

One-to-one advice sessions

11.00AM–2.00PM

epubli are a German self-publishing company, a part of the Holtzbrinck Publishing Group. They will talk to you about their publishing model, about how they can help you publish and reach all the e-reading platforms. Advisory sessions will be scheduled in 20 minute slots.

Main hall

COMPLETELY NOVEL

One-to-one advice sessions

11.00AM–2.00PM

Completely Novel are a friendly online community specialising in print-on-demand self-publishing and advice for authors. UK-based, they seek to help writers publish and promote books, operating on an affordable monthly subscription. Advisory sessions will take place in 20 minute slots.

Astor room

ABOUT EDITING

11.00AM–1.30PM

Richard Sheehan, professional copy-editor and proofreader (SfEP), will be providing group sessions in which he introduces the different types of editing available to both independent and traditionally published writers, and discusses the role of the editor in the industry. Sessions run for half an hour on the hour, organised in groups.

The day will end with a walk, for all who are interested, to the Southbank Centre on the Thames, so we can continue the literary conversation, stretch our legs, and end up with a late lunch or cup of tea by the river and possibly some fun at the free Rioja Tapas Festival.

RACHEL ABBOTT

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Rachel launched her first novel *Only the Innocent* in November 2011. The book reached number one in the Kindle store three months later and held that position for four weeks. It also reached number one in the US Kindle store in August 2013 and is being translated into several foreign languages. Since then, Rachel released her second book, *The Back Road*, in 2013 and book three – *Sleep Tight* – is launched in February 2014. Rachel lives in the Channel Islands, on the small island of Alderney where she writes full time.

REBECCA ABRAMS

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Rebecca's fiction debut, *Touching Distance*, was published to critical acclaim in 2008 and was shortlisted for the 2009 McKitterick Prize for Literature. She is also the author of several successful non-fiction titles, including *The Playful Self* and *When Parents Die*, an established classic in its field. Rebecca teaches creative writing at the University of Oxford, and is a former tutor for the Writing Programme at the University of Warwick. A columnist on the *Daily Telegraph* for a number of years, she is a recipient of an Amnesty International Press Award, and a regular contributor to the *Financial Times*, the *Guardian* and other publications.

PIERS ALEXANDER

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Piers's debut novel, *The Bitter Trade*, is out as an ebook, and the paperback will be unveiled at the 2014 Writing in a Digital Age conference. He is also a serial media entrepreneur and a member of TLC's Advisory group.

CLAIRE ARMITSTEAD

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Claire is Literary Editor of the *Guardian*. She was previously Arts Editor, having worked as a theatre critic for the *Ham & High*, the *Financial Times* and the *Guardian*. As an author, she has contributed essays to *New Performance and Women: A Cultural Review*. She makes regular appearances on radio and television as a cultural commentator on literature and the arts.

DR ALISON BAVERSTOCK

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Alison is Course Leader for MA Publishing at Kingston University. She has researched and written widely about publishing and writing but of late her particular research interest has become self-publishing. She is the author of the seminal *The Naked Author* (Bloomsbury) and since publication has extended her research with further detailed explorations of those involved in self-publishing, whether in practice or in servicing the market. Self-publishers emerge as proficient, well resourced and perhaps most interestingly, very well satisfied by the process. She looks forward to sharing her latest findings.

SARAH BAXTER

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The Society of Authors is a membership organisation which has been serving the interests of professional writers since 1884. Today it has more than 9,000 Members and Associates across all areas of the writing profession. The SoA campaigns for improved terms and changes in legislation, and offers advice to its members on all aspects of writing, including contract-vetting. In addition, it administers awards for fiction, non-fiction and poetry, and offers grants to authors for works in progress. Sarah advises on contracts and publishing issues, and manages applications for emergency financial assistance from the Society's charitable funds.

LORELLA BELL

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Lorella worked for various publishers and literary agencies before setting up her own agency in 2002. Particularly interested in first-time authors, journalists, multi-cultural writing and books with international appeal and potential, she represents several award-winning and bestselling authors of both fiction and non-fiction. LBLA also sells UK rights on behalf of a number of US co-agents and translation rights on behalf of British publishers, agents and successful self-published authors.

FRANCIS BICKMORE

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Francis has worked in publishing since 1998. He is Publishing Director at Canongate Books where he has edited and published, amongst others, Scarlett Thomas, Yann Martel, Carol Birch, Nick Cave, Geoff Dyer, David Byrne, Matt Haig, JJ Abrams, Philip Pullman and AS Byatt.

PAUL BLEZARD-GYMER

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Paul is a broadcaster, writer and commentator on books and authors and has chaired events at literary festivals from Hay to Dubai. His debut novel *Saving Grace*, set during his time as the Literary Editor of *The Lady* magazine, is being published this year by crowd-funding publisher, Unbound. See www.unbound.co.uk for details on how to pledge.

STEVE BOHME

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Steve joined Nielsen when Nielsen acquired the business intelligence and commerce solutions products from Bowker in 2013. Steve worked at Bowker Market Research (previously BML) since 1994, becoming Research Manager in 1996 and Research Director in 2001. Steve has managed the Books and Consumers survey since 1997, as well as a wide variety of other qualitative and quantitative research projects relating to the book market, and to reading and buying habits. Steve is a Member of the Market Research Society (MRS).

KELLY BUTLER

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Kelly Butler is a Technical Account Manager at Amazon UK. With past experience in both publishing and IT, she recently transitioned from three years with CreateSpace, located in Charleston, South Carolina, to KDP in London.

MIKE CAREY

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Mike writes comic books, novels, TV and movie screenplays. He currently writes *The Unwritten* for DC Vertigo comics and *Suicide Risk* for BOOM Studios. As M.R. Carey he wrote *The Girl With All the Gifts*, a post-apocalyptic coming of age story which he is currently adapting into a movie with support from the BFI. He also co-writes with his wife Linda and their daughter Louise. Their latest novel, *House Of War and Witness*, will be released by Gollancz in June 2014.

DANIEL COOPER

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Daniel hails from Nottinghamshire and first worked with The Literary Consultancy while developing a literary travelogue following in the footsteps of D.H. Lawrence. He worked for Amazon for ten years, mostly at its Seattle head office, finishing up as Head of Kindle Direct Publishing Europe. Under his pen name Daniel Pembrey, he writes psychological suspense stories. Susan Hill remarked: "Daniel Pembrey tells a cracking tale with verve and style." His corporate thriller *The Candidate* became the number one thriller short story on Amazon.co.uk. You can find him on his Amazon author page, Facebook and Twitter.

POLLY COURTNEY

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Polly is the author of six novels as well as a regular commentator on TV and radio. She made her name in 2006 with *Golden Handcuffs*, a semi-autobiographical account of life in the Square Mile. Her subsequent page-turners have tackled sexism, racism, lads' mags, fame culture and the wealth divide. In late 2011, on the publication of her fifth novel, Courtney famously walked out on her publisher, HarperCollins, frustrated by the 'chick lit' covers assigned to her books. She went on to self-publish *Feral Youth*, a compelling story set during the London riots and told from the perspective of a disenfranchised 15-year-old girl.

KATY DARBY

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© Jon Cartwright

Katy's stories have been read on BBC Radio 4, and appeared in magazines including *Stand*, *Mslexia*, *Slice*, *The Lampeter Review*, *The Warwick Review* and the *Arvon* and *Fish* anthologies. She has a BA in English from Oxford University and an MA in Creative Writing from UEA, where she won the David Higham Award. She teaches writing at City University, edited *Litro* short fiction magazine and co-runs Liars' League, a short story reading night. Penguin published her debut novel *The Unpierced Heart* (previously *The Whores' Asylum*) in 2012.

CORY DOCTOROW

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© Jonathan Worth

Cory is a science fiction author, activist, journalist and blogger — the co-editor of Boing Boing (boingboing.net) and the author of young adult novels like *Homeland*, *Pirate Cinema* and *Little Brother* and novels for adults like *Rapture of the Nerds* and *Makers*. He is the former European director of the Electronic Frontier Foundation and co-founded the UK Open Rights Group. Born in Toronto, Canada, he now lives in London.

JÖRG DÖRNEMANN

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Jörg has been working at the intersection of "old" and "new" media for many years — first as a BCG strategy consultant, then as Director Strategy & Research at MTV Networks. In 2007 he joined the leadership team of Holtzbrinck Digital. Since 2010 Jörg is the CEO of epubli, a leading platform for Self-Publishing and Print-on-Demand.

JOANNA ELLIS

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© Marcus Bastel

Joanna is COO at The Literary Platform, an agency that works with publishers, developers, literary organisations and academic institutions on digital publishing projects. The Literary Platform also runs two projects for writers: The Writing Platform, a website and live events programme aimed at equipping — and inspiring writers in the digital age; and the Jerwood Fiction Uncovered Prize, which champions the best of British fiction writing.

BERNARDINE EVARISTO

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Award-winning author Bernardine's seven books of fiction and verse fiction include *Mr Loverman* (Penguin 2013) and *Blonde Roots* (Penguin 2008). Two of her novels have been adapted into BBC R4 plays since 2012. She is a literary critic, editor of anthologies and has judged many literary prizes. She has a PhD in Creative Writing from Goldsmiths and is Reader in Creative Writing at Brunel University London. She is a Fellow of the Royal Society of Literature, and the Royal Society of Arts, and she was made an MBE in 2009.

MAGGIE FERGUSON

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© Adrian Pope

Maggie is Director of the Royal Society of Literature (for which she has worked since 1992) and Literary Editor of the Economist bi-monthly magazine *Intelligent Life*. Her first book, *George Mackay Brown: The Life*, won the Saltire First Book Prize, the Marsh Biography Award and the Scottish Arts Council Biography Award, and was Yorkshire Post Non-Fiction Book of the Year. She has also written a biography of Michael Morpurgo, and worked for many years as a freelance journalist.

JAMES GILL

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Jim is a partner at United Agents. He began working in publishing in 1994 in the mail room of Bloomsbury Publishing before moving into editorial. He had his first job in a literary agency with A. M. Heath & Co. in 1997, and has worked in representation ever since. Jim joined Peters Fraser & Dunlop as an assistant in the summer of 1999 and was a founding member of United Agents at its inception in 2007. Jim acts for a broad range of authors of both fiction and non-fiction for the general-trade market. His clients include Chris Bryant, Justin Cartwright, Margaret Drabble, Patrick Hennessey, Ian Mortimer, Harry Sidebottom, and Joanna Trollope.

CHRIS GRIBBLE

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Chris is the Chief Executive of Writers' Centre Norwich where he's leading the development of the National Centre for Writing – a new space for literature, innovation and international collaboration in England's UNESCO City of Literature. After a PhD in German Poetry at Manchester University, Chris was Director of Manchester Poetry Festival then Manchester Literature Festival. He's a Trustee of the International Cities of Refuge Network, was Co-Chair of the National Association for Literature Development until 2012, and is an Editorial Board Member of *The Letters Page*, Jon McGregor's University of Nottingham-based creative writing journal.

DARREN HARDY

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Darren is the UK Manager for Kindle Direct Publishing. He has worked in the books industry for over 20 years in a variety of bookselling roles before joining the Kindle team in early 2014.

LYNNE HATWELL

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Lynne established her blog 'dovegreyreader scribbles' in 2006 as a means of staying sane in the frantic world of the NHS by sharing with a wider audience her lifelong love of books and pleasure in reading. A warm, welcoming and friendly online community has grown, where news of a good book can spread around the world in minutes. The joy is not only in the subjective, emotionally engaged and very personal nature of the writing but also the immediate feedback enjoyed via reader comments. Life in the very beautiful and idyllic Tamar Valley has never been quite the same since the day Lynne first thought of writing it.

HEATHER HOLDEN-BROWN

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hhb agency ltd was founded in 2005 by Heather Holden-Brown, a publishing editor for 20 years with Waterstone's, Harrap, BBC Books and Headline. The following year the agency became a member of the Association of Authors' Agents. Heather is a member of Kingston University's Publishers' Advisory Board and in 2004 assessed the food and cookery books for the André Simon Memorial Fund's annual awards.

SARAH JUCKES

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Sarah is the Communications Manager for the unique publishing platform, CompletelyNovel.com. She uses her experience working in self-publishing and being a writer herself, to advise and create new, exciting opportunities for authors. Most recently, she pioneered a collaborative project with Greene & Heaton Literary agency, that will see top self-published books on CompletelyNovel sent to literary agents for consideration.

SAM LEITH

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Sam Leith is a former Literary Editor of the *Daily Telegraph*, and contributes regularly to the *Financial Times*, *Evening Standard*, *Guardian*, *Wall Street Journal*, *Spectator* and *Prospect*. He's the author of three nonfiction books: *Dead Pets*, *Sod's Law* and *You Talkin' To Me? Rhetoric from Aristotle to Obama*, and a novel, *The Coincidence Engine*.

NICO MACDONALD

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© Matt Locke

Nico consults on innovation, design and media with clients in publishing, broadcasting and telecommunications. He co-created the BBC Innovation Labs, and in 2008 founded and is co-director of Media Futures. The current Media Futures project, the Future of Publishing, has encompassed Publish! A Day of Innovation on the Future of the Book at the Watershed in Bristol, a Book Hackday in London, and Publish! New adventures in innovation in London in 2013. He is author of *What is Web Design?*, published by RotoVision, and writes for publications including the *RSA Journal*, *the Guardian*, *Blueprint* and *Creative Review*.

DIEGO MARANO

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Diego is the Kobo Writing Life Manager in the UK. Joining Kobo after having worked in different roles across Waterstones.com, John Wiley & Sons (UK) and Elsevier (Italy), Diego brings to the table a combination of technical skills, market awareness and 'author-centric' approach. Besides being the main point of contact for Kobo Writing Life in the UK, Diego's priority is to work within the author community to the end of elevating the presence and the success of authors published on Kobo, actively contributing to generating a positive synergy amongst authors, booksellers and publishers.

JOHN MITCHINSON

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John is a writer and publisher. He was Waterstones's first marketing director before becoming MD at the Harvill Press and then Cassell & Co. In 2001 he joined TV producer John Lloyd to set up QI Ltd. They are currently producing the 11th series of the BBC TV show. John also writes a weekly QI column in the *Saturday Telegraph* and is a Vice-President of the Hay Festival. His latest venture is co-founding Unbound, the UK's first crowd-funded publishing house which won the 2011 Futurebook Innovation Award for Best Startup and has just been shortlisted as Independent Publisher of the Year at the 2014 Bookseller Awards.

STEPHEN PAGE

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© Sarah Lee

Stephen is CEO of Faber & Faber and began his career in bookselling before moving into publishing. In 1994 he joined Fourth Estate, becoming Managing Director in 2000. In 2001 he joined Faber as CEO and in 2006 Faber won Publisher of the Year. He has been President of the Publishers' Association and gave the keynote address for World Book Day in 2007. Faber won Independent Publisher of Year in 2011. He writes and speaks on the issue of independence in the industry and the effects of fast-moving technological developments on libraries, authors and publishing.

JOANNA PENN

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J.F.Penn is the bestselling author of *Desecration* and the *Arkane* series of thrillers, as well as the number one bestseller *How to Market a Book and Career Change* published under Joanna Penn. Joanna's site for writers, TheCreativePenn.com has been voted one of the Top 10 sites for writers three years running. She is a professional speaker on creative entrepreneurship, digital publishing and internet marketing, and has been voted one of The Guardian Top 100 creative professionals 2013.

MAX PORTER

@maxjohnporter



Max trained as an art historian, specialising in contemporary art, psychoanalysis and feminism. He was a bookseller for the London independent Daunt Books. He opened two new branches and won the Young Bookseller of the Year Award. In 2012 he joined Granta Books as Commissioning Editor. He is now Senior Editor, and one of the first novels he edited was Eleanor Catton's *The Luminaries*, which won the Man Booker Prize. He acquires fiction and Non-fiction for both the Granta and Portobello imprints. He is a printed matter fetishist.

CHERRY POTTS

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www.arachnepress.com



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Cherry is the author of two published collections of short stories, *Mosaic of Air* (Arachne Press) and *Tales Told Before Cockcrow* (OWP). She has completed one fantasy novel and is currently working on three more: science fiction, young adult and historical. Cherry started editing and publishing anthologies of short stories in August 2012 as Arachne Press Limited and has released four so far, mainly in collaboration with Liars' League. She runs writing workshops using Neuro Linguistic Programming and coaches and mentors writers.

ALEXANDRA PRINGLE

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Alexandra is Group Editor-in-Chief of Bloomsbury. She began her career in publishing as Editorial Assistant on the art magazine *Art Monthly* and joined Virago Press in 1978 where she edited the Virago Modern Classics series. In 1984 she was made Editorial Director. In 1990 she joined Hamish Hamilton as Editorial Director and four years later left publishing to become a literary agent. She joined Bloomsbury in 1999. Her list of authors includes Donna Tartt, Barbara Trapido, Richard Ford, Esther Freud, Margaret Atwood and Kamila Shamsie. She is a Patron of Index on Censorship and is organizer of literary events at the Chelsea Arts Club.

ORNA ROSS

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Orna is an author-publisher. She writes stories, poems and the *Go Creative!* books and has been named 'one of the 100 most influential people in publishing' (The Bookseller), for her work as Founder of The Alliance of Independent Authors (ALLI). A long-time teacher of creative and imaginative practice, Orna lives in London and writes, publishes and teaches around the globe. She has a dedicated belief in the power of the published word to transform and liberate. When she's not writing, you'll probably find her reading.

SOPHIE SCHMIDT

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Sophie has been working in the publishing industry since 2011. After finalizing her bachelor's degree in Media Economy she joined the epubli team as a marketer and event manager. Currently she is studying Applied Literature Science in Berlin and supports epubli in the UK market.

GEMMA SELTZER

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Gemma is a Relationship Manager for Literature at Arts Council England, where she has responsibility for supporting the development of the literature sector in London, working with publishers, magazines and arts organisations. She advises all kinds of individual writers at all stages of their careers, to develop funding proposals and realise projects. Championing equality and diversity in literature, Gemma is particularly keen to support artists less represented in the mainstream and exciting, innovative writer-led projects that find new ways to engage readers and audiences.

KAMILA SHAMSIE

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© Salma Raza

Kamila is an author whose novels include *Burnt Shadows*, which has been translated into more than 20 languages and shortlisted for the Orange Prize for Fiction. Her sixth novel, *A God in Every Stone*, was published by Bloomsbury in April 2014, to great acclaim. She grew up in Karachi, and now lives in London. She is a Fellow of the Royal Society of Literature.

RICHARD SHEEHAN

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Richard is a freelance copy-editor and proofreader. His clients include many trade publishers as well as an increasing number of self-publishers, and he is a member of the Society for Editors and Proofreaders. He has also written both fiction and non-fiction for a number of years and has edited the Philip Roth Society Newsletter since 2008.

HANNAH SHEPPARD

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Hannah has worked in publishing for over a decade, starting her career at Macmillan Children's Books before moving to Hachette to run the YA and Crossover list at Headline. In 2013 she moved to the DHH Literary Agency to build her client list – she has a particular focus on Children's and YA but is lucky enough to have an open brief so she can take on any project she falls in love with. Hannah relishes the editorial process and is passionate about stories and helping writers to develop their ideas for commercial success.

CLAIRE SQUIRES

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Claire is Professor of Publishing Studies and Director of the Stirling Centre for International Publishing and Communication at the University of Stirling. Her publications include *Marketing Literature: the Making of Contemporary Writing in Britain* and the forthcoming *Cambridge History of the Book in Britain Volume 7: The Twentieth Century and Beyond*. Her research includes the AHRC Digital Transformations R&D project 'The Book Unbound: Disruption and Disintermediation in the Digital Age' and the NESTA/AHRC/Creative Scotland-funded CReATeS. She previously worked at Hodder Headline publishers.

MARK THWAITE

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Mark is the founder and managing editor of the UK-based literary website ReadySteadyBook, described by *The Times* newspaper as “one of the best places on the web for clever, wise, sparky book-related discussions and reviews”. Since October 2010, Mark has been the Head of Online at the award-winning Quercus Books. Mark is also a non-executive Director with the poetry publisher Carcanet Press, described as “one of the outstanding independent literary publishers of our time”.

AMY TIPPER

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Amy is the Kindle Relationship Manager at Amazon UK. She has worked in the book industry for ten years, on both the retail and publishing sides, and has been on the Kindle team at Amazon since the first Kindle device was launched in the UK in August 2010.

DAVID VARELA

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David specialises in writing and sometimes producing interactive projects, bringing together games, theatre and video. David’s recent work includes writing the iOS game *Sherlock: The Network*, starring Benedict Cumberbatch and Martin Freeman and a series of site-specific plays called *The Seed* for the 2012 Cultural Olympiad; script consultancy on chart-topping mobile game *Zombies, Run!* (nominated for a Writers’ Guild Award). David teaches residential courses for Arvon and speaks at film schools, universities, festivals and conferences around the world.

CHRIS WELLBELOVE

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Chris joined Greene & Heaton literary agency in 2010. He had gained experience working previously at Blake Friedmann, in editorial at Palgrave Macmillan, and at Old Street Publishing. He represents writers of fiction and non-fiction, and has a particular interest in literary fiction, crime and thrillers, popular science and history, and sports books. Chris has close contact with television production companies and broadcasters, and a burgeoning list of presenter clients.

TOM WITCOMB

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Tom joined the Blake Friedmann Literary Agency in 2009 as Book Department assistant, then assistant to Julian Friedmann and Isobel Dixon. He is now working as an agent and actively building his client list. Tom is looking in particular for Children’s and YA writing, fantasy and sci-fi, as well as adult genre and upmarket commercial fiction, and some non-fiction. His tastes are varied, but he’s always looking out for great storytelling, interesting characters, unique voices and great writing. He’s also a bit of a comic book nerd.



THE LITERARY CONSULTANCY

The Literary Consultancy, founded in 1996, was the first company to offer writers working at any level the full attention of a professional editor. Since inception, it has flourished and diversified, and now offers an international mentoring service and a range of literary events. It provides access to first-class editorial help, and continues to find innovative ways to advise writers about their publishing options and keep track of literary value. TLC is supported by Arts Council England, through which it operates the national Free Read Scheme for low-income, high quality writers, and is a Founding Member of the Free Word Centre.

THE TEAM

REBECCA
SWIFT
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Rebecca worked at Virago Press before co-founding The Literary Consultancy with Hannah Griffiths in 1996. She is now sole Director of TLC, which is the most established editorial assessment service in the UK, providing in-depth critiques to writers, mentoring, and events at the Free Word Centre, of which TLC is a founding member. TLC is supported by Arts Council England, through which it operates the Free Read Scheme. Rebecca also works as a writer. Her publications include, as editor, two books with Chatto & Windus, poems in various anthologies, an opera libretto and *Dickinson: Poetic Lives* (Hesperus Press 2011) an article 'Generations' for *Granta* online June 2011.

JON
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Jon has more than a decade of experience working in the book trade. A former SYP Chair (2009), he is involved in a number of projects in addition to co-producing The Literary Conference that include creating and directing the Australia and New Zealand Festival of Literature and the Arts in London, the South Asian Literature Festival and South Asian literature Reading Campaign; and ongoing development with the Book Marketing Society. He's also been chair of the Society of Young Publishers, and worked in sales, marketing and publicity roles at Taschen, Transworld and Aurum Press, as well as Borders in his home town of Adelaide, before it all went belly up.

AKI
SCHILZ



Aki is TLC's Editorial Services Manager. She has a Bachelor in English and French Literature from the University of Oxford, and an MA in Creative Writing with Distinction from Bath Spa University, where she was Editor-in-Chief of the official Creative Writing anthology, *ARC*. Before joining TLC in 2013, Aki completed internships at *Granta*, *Literary Review* and Jessica Kingsley Publishers, and worked as a freelance copywriter and workshop facilitator specialising in literacy, poetry, and storytelling. Aki is in charge of the day-to-day running of the TLC office and handles all submissions, manages the team of readers, co-ordinates the Arts Council funded Free Read Scheme, is responsible for the Chapter and Verse mentoring scheme, editing the content of the website and TLC's marketing. Her fiction is represented by Rogers, Coleridge and White.

YEN OOI
@yenooui



Yen holds postgraduate degrees in English Literature and International Business, and a Bachelors degree in Commercial Music. Having enjoyed a vibrant career in music touring, education, and management, Yen started writing in 2008 and is interested in creating exciting stories in speculative and science fiction. Her work has featured in *Eat* and *For Love and Poetry*. She is currently working on novels which will be published by Spectacle Media Publishing Group. Yen works for TLC on a part-time, freelance basis, and is assisting in managing this year's Literary Conference.

DOUG
WALLACE
@twittizenkane



Doug Wallace, co-founder of Canon Tales, started his publishing career as a ghostwriter but then became obsessed with graphic novels. He has worked for two award-winning independents: first as Marketing Director for SelfMadeHero then as Sales & Marketing Director for Nobrow Press & Flying Eye Books. He has also worked as a Comms Specialist and Literature Adviser for the British Council working across the Middle East and non-EU Europe. He works freelance as marketing consultant and re-locates to Cairo this September to establish a new international literary festival.

PARTNER STATEMENTS

Alliance of Independent Authors

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There are conferences about writing as craft and art; the importance of writing and literature; and the opportunities new technologies and platforms are offering today's writers. This conference offers all of this in one.

The Alliance of Independent Authors is a global, nonprofit collective of independent self-publishing writers. They invite writers to join together in a spirit of mutual co-operation, empowerment and service to the reading and writing community. As well as encouraging ethics and excellence in writing, printing, publication and promotion, our aim is to promote, support, advocate for and advance the interests of independent, self-publishing authors.

The Royal Society of Literature

@RSLiterature | rslit.org



The Royal Society of Literature is delighted to be involved in TLC's third Digital Conference: an opportunity to help build bridges between established and emerging writers, and to look to the literary future with tough-minded optimism.

The Royal Society of Literature, founded by George IV in 1820, celebrates and nurtures all that is best in British literature, past and present. The RSL organise roughly twenty events a year; make awards and grants to established and emerging writers; run regular Masterclasses with the Booker Prize Foundation; and campaign on issues affecting writers; and manage a Schools Outreach Programme. At the heart of the RSL is its Fellowship, which encompasses the most distinguished authors working in the English language.

PEN FACTOR SPONSOR STATEMENT

Kobo Writing Life

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Kobo Writing Life are glad to support TLC by sponsoring the Pen Factor Writing Competition. Writing in a Digital Age represents an actual opportunity for writers, readers and publishing professionals to exchange ideas and share their perspectives. We are thrilled to take part in this event, sharing our values in such an insightful environment.

Kobo Writing Life is Kobo's self-publishing platform launched in the summer of 2012, and allows authors to publish in over 60 languages across more than 140 countries. The KWL platform has been localised to the following languages: English, French, Italian, German, Spanish and Dutch. KWL distinguishes itself by being free, open and collaborative. Offering a user friendly experience and free file conversion to epub, KWL aims to help independent authors to engage with fans on a global scale through a top class e-reading service, and puts all aspects of publishing (editing, formatting, sales reports, marketing and distribution) in the hands of the writers, helping them maximise sales.

ASSOCIATE STATEMENTS

Amazon KDP & Createspace



The Amazon team are looking forward to talking to authors at the TLC Conference about how to publish their books and find new readers around the world.

Kindle Direct Publishing is a free to use service that allows authors to publish their books within hours and make them available in Amazon Kindle stores around the world,

giving them the opportunity to reach millions of readers. Authors retain rights to their books and can earn 70% royalties from every sale. CreateSpace enables authors publish and distribute their printed books on Amazon sites worldwide. Fast and easy to use, CreateSpace offers authors industry-leading royalties while retaining the rights and creative control over their work with no upfront investment in inventory needed.

epubli



We are very much looking forward to meet all those inspiring authors and insightful speakers TLC manages to attract to the Literary Conference. As well as talking to all the innovative and caring Indie authors and to learn what they need for their professional work.

epubli is a young and fast growing company located in Berlin. Our self-publishing platform has been supporting the work of independent authors since 2008. We offer print as well as eBook publishing and distribution through all major retailers worldwide, including Apple, Amazon, Google, Tolino and more. With epubli, authors have access to full financial transparency, the highest print-quality, and professional customer service and support. epubli is part of the Holtzbrinck Publishing Group, one of the biggest enterprises in the German publishing market.

FREE WORD

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Free Word is extremely proud of its association with TLC's Writing in a Digital Age Conference, which brings new audiences from the UK and overseas. This is a unique, landmark event bringing together the traditional and digital publishing world.

Free Word Centre is where reading, writing and free speech come together; a dynamic production house for literature, politics and ideas. Located in the heart of London but with an international outlook, the Free Word Centre is home to nine resident organisations and over 25 associates working across literature, literacy and free expression.

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