

Welcome to the second chapter of canon tales!

For anyone who couldn't make it to chapter one at the Cochrane Theatre last year, this evening's format takes its cue from a Tokyo-based event called 'Pecha Kucha' (Japanese for 'chit chat'). There, creative professionals in architecture and design used a similar rapid fire format as a way to introduce and exchange lots of ideas with their peers without anyone hogging the limelight.

We've translated the idea to showcase the enormous amount of creativity within the publishing industry. Canon tales is simple, fast and – most importantly – entertaining. Authors and artists remain the superstars of creativity in publishing, but we wanted to shine a light onto some of the best people behind books through personal narratives with a visual aspect.

In programming this second event we are indebted to the great line-up of talent, representing all elements of the industry. They're here to reveal the stories behind digital publishing, book marketing, poetry, fiction, illustrated books, jacket design, and what it means to be a part of the publishing world in 2009.

Naturally a free event like this doesn't happen without support; first and foremost a huge thank you to all our speakers for giving up their time today, and to the SYP committee for their support and encouragement; to Jared Bertram for once again providing the brilliant graphic design; to Simon Juden at the Publishers Association for believing in the project from the beginning and sponsoring today's event. Many thanks as well to Davy Nougarede and his excellent crew at Heavy Entertainment, who are filming today for video podcasts of the event (which will be available from tomorrow). And finally to Alistair Burtenshaw and Gwen Wilson of London Book Fair, who have provided this fantastic venue space not to mention patience and support throughout.

Enjoy the show!

Jon Slack and Doug Wallace
Canon Tales Event Organisers

THE PUBLISHERS ASSOCIATION

THE PUBLISHERS ASSOCIATION IS PROUD TO SUPPORT THE SOCIETY OF YOUNG PUBLISHERS AND CANON TALES. AS THE LEADING TRADE ORGANISATION FOR BOOK, JOURNAL AND ELECTRONIC PUBLISHERS IN THE UK, WE:

- PROVIDE A STRONG VOICE FOR THE INDUSTRY IN GOVERNMENT
- PROMOTE THE VALUE OF UK PUBLISHING IN ECONOMIC, CULTURAL, SCIENTIFIC, EDUCATIONAL AND SOCIAL TERMS
- LEAD THE DEBATE ABOUT INTELLECTUAL PROPERTY IN ALL FORMS
- OFFER A FORUM FOR THE EXCHANGE OF NON-COMPETITIVE INFORMATION BETWEEN PUBLISHERS
- PROVIDE SUPPORT AND GUIDANCE THROUGH TECHNOLOGICAL CHANGES.

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Today's event is being filmed by Heavy Entertainment, providing audio, video and web services to publishers since 1992. www.heavy-entertainment.com

To view the video podcast visit
www.thesyp.org.uk/canontales
Available from 2pm, Wednesday April 21st

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12 SPEAKERS
x
20 IMAGES
x
21 SECONDS
x
7 MINUTES

A SOCIETY OF YOUNG PUBLISHERS EVENT
CANON TALES
CHAPTER 2

PROMOTING
CREATIVITY IN
PUBLISHING

Society of Young
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THE PUBLISHERS
ASSOCIATION

HEAVY
ENTERTAINMENT

PROGRAMME



1

HELEN CONFORD EDITORIAL DIRECTOR, PENGUIN

Helen Conford began working at Penguin Books in 2001, becoming a commissioning editor in 2003. She is now an Editorial Director at two Penguin imprints, Allen Lane and Particular Books (which launches its first list in July 2009). She was shortlisted for Young Publishing Entrepreneur of the Year in 2008.



4

REBECCA LEE CITY UNIVERSITY PUBLISHING MA ALUMNA

Rebecca graduated from the MA in Publishing Studies at City University in September 2008, and was awarded the Macmillan Prize for best overall student performance. Work experience in Bloomsbury's Rights department inspired her dissertation, 'Do e-books spell the end of territorial rights?', which won the 2009 Sue Thomson Award. Having completed internships at five publishing houses, two literary agencies and one (small) bookshop, she's delighted to be working now as a Junior Desk Editor in Non Fiction at Scholastic Children's Books.



7

CORY DOCTOROW AUTHOR AND JOURNALIST / CO-EDITOR, BOINGBOING.NET

Cory Doctorow (craphound.com) is a science fiction author, activist, journalist and blogger -the co-editor of Boing Boing (boingboing.net) and the author of the bestselling Tor Teens novel *LITTLE BROTHER*. 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.



10

JON GRAY COVER DESIGNER, GRAY318.COM

Jon Gray left the London College of Printing late in the last century. He then clawed his way up through the art-departments of various publishing houses including Reed Books and Little Brown, before finally being forced to offer his resignation from Random House in 2000. He now survives on the charity of Art Directors in Europe, the US and controversially, Korea. His work has featured in both the final of the 2007 Baseball World Series and BBC1s Car Booty. He was recently responsible for the typo on the front of US paperback edition of Philip Roth's Pulitzer Prize winning novel *American Pastoral*. He currently lives with his wife and family in a safehouse in Hertfordshire.



2

REG WRIGHT DIRECTOR, HOTOHOUSE FICTION

Educated in English Literature at Oxford, York and Connecticut Universities, Reg was first employed in editorial roles ranging from writer-editor to executive editor at Marshall Cavendish Partworks. Reg then became managing director of Marshall Cavendish Books before moving into continuity publishing as new product development manager at the UK start-up of direct-marketing company IMP. Following an MSc in International Business Management on the Sloan Fellowship at London Business School, Reg set up and founded Planet Three, first as a packaging company then as a stand-alone part-work and continuity publisher. Reg is co-founder of Hothouse Fiction Ltd with fellow partwork publisher Richard Maskell.



5

PEGGY VANCE CATEGORY PUBLISHER, DORLING KINDERSLEY

Peggy is currently working on the groundbreaking book *All This Makes Life Worth Living*, which is a compendium of the most significant, extraordinary and poignant objects in the world. A former member of the SYP, Peggy has worked as an editor for Studio Editions, Conran Octopus and Thames and Hudson. She is the former Managing Director of Apollo Publishing and of The Writing Bureau agency. Peggy has also written a dozen non-fiction books, on subjects ranging from art to parenting.



8

HANNAH GRIFFITHS DIRECTOR OF PAPERBACKS, FABER AND FABER

Hannah Griffiths is an editor and Director of Paperbacks at Faber and Faber. She started in publishing in the publicity departments at Penguin then Virago. After a short spell in the US, she returned to set up The Literary Consultancy (TLC), the first editorial service for unpublished writers. This led to being taken on as a reader at the Curtis Brown agency and then building her own list there. In 2003 she moved to Faber. Her list includes Rachel Cusk, Miriam Toews, Jane Smiley, Barbara Kingsolver and she has just bought a first novel by Emily Woof.



11

PETER COLLINGRIDGE MANAGING DIRECTOR, APT STUDIO

Peter Collingridge has worked in publishing and technology for 11 years; after working at Canongate Books for 4 years, he produced over 25 publishing websites and films at (now defunct) Screenbase Media, before setting up Apt in 2005. Apt is a digital consultancy specialising in publishing. Apt has recently advised Granta magazine on their digital strategy, launched a global online reading group for *The Golden Notebook*, and produced a stop-motion animation for 4th Estate's 25th Anniversary. Peter was named as one of the 50 most influential people in publishing by *The Evening Standard* and is shortlisted for the British Council's UK Publishing Entrepreneur of the Year. Peter is also managing director of Enhanced Editions Ltd, a digital publisher to mobile devices.



3

JAMIE BYNG EDITOR OF CANONGATE

Jamie Byng joined the Edinburgh-based independent publishing house Canongate Books in 1992 and in 1994 led a management buyout of the company which he has run since. In 2002 *Life of Pi* by Yann Martel won the Man Booker Prize. In 2003 Canongate was named Publisher of the Year, and now has publishing operations in London, Melbourne and New York. In 2008 Canongate had a record year, helped by its publication of Barack Obama and *The Mighty Book of Boosh*. In 2009 it will publish Nick Cave's first novel in twenty years, *The Death of Bunny Munro*. Jamie now lives in London with his wife, the literary agent, Elizabeth Sheinkman, and his two children.



6

ROGER BRATCHELL MARKETING DIRECTOR, RANDOM HOUSE

Roger Bratchell has been the Marketing Director for the CCV Division of the Random House Group since 1994. Prior to that he was Marketing Manager for Waterstone's Book-sellers. An English Literature graduate, he has been a judge on the Whitbread Book of the Year Awards, as well as an advisor on Arts Council small publisher projects. He recently visited Shanghai for a British Council forum on Marketing Literature in Translation. He likes reading, music and running, plays the guitar (badly) and has run the last three London Marathons (slowly).



9

ALISON BAVERSTOCK SENIOR LECTURER, MA IN PUBLISHING KINGSTON UNIVERSITY

Alison Baverstock began her career in publishing before turning to writing and teaching. Her first book, *How to Market Books* (now in its 4th edition) is often referred to as the 'bible of book marketing'. She is the co-author of *Whatever!* A down to earth guide to parenting teenagers. Alison runs the MA in Publishing at Kingston University. In 2007 she received the annually awarded Pandora Prize from Women in Publishing for her contribution to the industry.



12

JOE DUNTHORNE AISLE16 POET AND AUTHOR, SUBMARINE

Joe Dunthorne was born and brought up in Swansea. His debut novel *Submarine* won the Curtis Brown prize and has been translated in to eight languages. He has written for *The Independent* and *The Guardian* and read his poetry on Channel 4, Radio 3 and Radio 4. He is a striker for the England Writers' Football Team. There is no Welsh Writers' Team. Now twenty-seven, he lives in London.

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