

Reading The Future  
Conference Programme  
12<sup>th</sup> June 2008  
London Stock Exchange

- 1.30 Registration
- 1.50 Introduction: Why this research is important for the book industry: The Bookseller
- 2.00 Exclusive research survey results  
Section 1: Reading Habits  
What are the behaviours, drivers and demands of the book consumer?  
**William Higham, c.e.o., Next Big Thing**
- 3.00 Break
- 3.15 Exclusive research survey results  
Section II Understanding Readers:  
What can we learn from segmenting the book market?  
**William Higham, c.e.o., Next Big Thing**  
Q&A
- 4.15 Panel debate: Implications of changes in consumer book buying  
Bill Scott-Kerr, publisher, Transworld  
**Seni Glaister, c.e.o., The Book People**  
**Sam Husain, c.e.o., Foyles**  
**William Higham, c.e.o., Next Big Thing**
- 5.00 Drinks reception & networking