

TLC The
Literary
Consultancy

Literary Values in a Digital Age

THE LITERARY CONFERENCE

WRITING IN A DIGITAL AGE

June 7–8 2013

Free Word Centre, London

CONFERENCE PROGRAMME

MEDIA PARTNER IN ASSOCIATION WITH

TLS
LIFE
IN
EVERY
WORD

BookFlower

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MEDIA PARTNER



CONFERENCE IN ASSOCIATION WITH



Welcome



REBECCA SWIFT

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



JON SLACK

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

Welcome

This is TLC's second conference, and we are delighted to be hosting a distinguished line-up of speakers who bring with them a wide range of experiences and insights from a rapidly changing publishing industry.

It has been a remarkable twelve months, with the evolution in the way stories are told affecting all facets of the book trade. We have seen the status of self-publishing shift dramatically with success stories from E.L. James through to Hugh Howey, and the noticeable elevation of self-published writers at this year's London Book Fair.

Against this backdrop TLC feels it is important to remain as focused as possible on the questions around 'value', both literary and otherwise, in what is being offered to writers and readers, and this is one of the key themes of the conference. We will ask whether new publishing means new ways of writing, and to what extent will traditional literary values hold water? We will continue our focus on the writer's perspective, and examine the skills writers may be required to adopt to achieve quality in their projects and improve their ability to reach the right readers. We will ask whether an entrepreneurial spirit and technical skills will be foregone requirements in the new publishing order, or will the future herald a more complex mix that complements both the traditional publisher-led roles, through to fully fledged author-driven enterprises. The big question remains, how can writers determine their own place within it? We hope the conference will inspire, entertain and inform.

We are honoured to be working with one of the best literary journals in the world as our media partner, the Times Literary Supplement, along with our exceptional associates: the Alliance of Independent Authors, BookFlower, Media Futures, The Literary Platform and the Society for Editors and Proofreaders (SfeP).

Best wishes

Rebecca Swift and Jon Slack



TLC Team

REBECCA
SWIFT

@TLCUK



Rebecca Swift worked at Virago Press before co-founding The Literary Consultancy, the UK's leading editorial assessment service, in 1996. TLC provides in-depth critiques by professional editors to writers at any level; on-line mentoring, and events at the Free Word Centre, of which TLC is a founding member. TLC is supported by Arts Council England.

JON
SLACK

@BMSoc



Jon Slack has nearly a decade of experience in the book trade. A former SYP Chair, he is involved in a number of projects in addition to co-producing The Literary Conference that include co-directing the South Asian Literature Festival and Reading Campaigns and running the Book Marketing Society. He has previously worked in sales, marketing and publicity roles at Taschen, Transworld and Aurum Press publishers.

SOLVEJ
TODD

@TLCUK



Solvej Todd is the TLC Manager. Solvej has a Bachelor in English Literature from the University of California, Santa Barbara and a MA in English Literature from the University of Trondheim, Norway. She is also a certified teacher and has taught English language and literature in Norway, Denmark and England. In 2008, Solvej worked for the Beijing Bookworm International Literary Festival, before joining TLC.

Associates



@IndieAuthorALLI

Commonwealth Writers is a new cultural programme within the Commonwealth Foundation that develops, connects and inspires writers. By awarding prizes and running on-the-ground activities, it works in partnership with international literary organisations, the wider cultural industries and civil society to help writers develop their craft in the 54 countries of the Commonwealth. The website is a forum where members v



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7 June

REGISTRATION & COFFEE

9.30–10.00AM

WELCOME

10.00–10.15AM

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

KEYNOTE

10.15–11.00AM

@ANiffenegger

Best-selling author of *The Time Traveler's Wife*, **Audrey Niffenegger**, will draw on her many years of experience as a writing practitioner and artist to speak about the intersection of art, technology and other platforms for storytelling and consider the future of the written word. She will also share her experiences of the May 2013 ballet production based on her illustrated dark fairytale *Raven Girl*, for which she collaborated with Choreographer Wayne McGregor.

REALITY CHECK: THE YEAR IN REVIEW

11.00AM–12.00PM

@StevenBohme, @AlisonFlood, @digitaldanhouse, @StefanTobler, @GordonWise

Steve Bohme (Bowker Market Research), **Gordon Wise** (Curtis Brown), **Dan**

Franklin (Random House), **Stefan Tobler** (And Other Stories) and *The Guardian's* **Alison Flood** examine a remarkable year of progress and disruption since TLC's conference in 2012 – a year of mergers and purchases, an increasing focus on self-published writers, an ever-evolving role for agents, and new business models from publishers across the spectrum.

COFFEE BREAK

12.00–12.15PM

PANDORA'S BOX: LITERARY VALUES IN A DIGITAL AGE

12.15–1.15PM

@TobyLichtig, @AndrewProfile, @meandmybigmouth (Pack)

What are 'literary values' and are they being eroded or enhanced by technology? Media partner TLS's Acting Fiction Editor **Toby Lichtig**, **Andrew Franklin** (Profile Books), **Scott Pack** (HarperCollins' The Friday Project, *Authonomy*), editor and fan-fiction guru **Sally OJ** and **Rebecca Swift** question whether the increasing ease of distribution and proliferation of online communities are a threat to quality writing.

LUNCH (PROVIDED)

1.15–2.30PM

COLLABORATIVE FORCE: PUSHING BOUNDARIES WITH THE WRITTEN WORD

2.30–3.45PM

@KPullinger, @ClareRed, @Nico_Macdonald, @PennedintheM

The past year has witnessed an explosion of collaborative projects that have seen writers and digital pioneers join forces and continue to push the boundaries of technology and narratives. This session will be packed with a range of examples from those at the heart of the literary exploration: **Kate Pullinger** (Bath Spa University and the Writing Platform), **Clare Reddington** (Watershed and Media Sandbox), **Nico MacDonald** (Media Features) and **Tom Chivers** (Penned in the Margins).

COFFEE BREAK

3.45–4.00PM

THE OBSERVER'S ROBERT MCCRUM

4.00–4.15PM

Robert will speak on "What is to be done?", offering his perspective on the changes in the contemporary book world, and drawing on more than thirty years of front-line experience as literary editor, journalist and author.

7 June

8 June

CONTINUED

AUDIENCE STORYTIME

4.15–5.15PM

In this session we will hear back from a selection of last year's Audience Storytime presenters, and will hear new about new digital explorations from this year's delegates. This session will be moderated by Jon Slack and Rebecca Swift.

SUMMING UP FINDINGS FROM THE DAY:

REBECCA SWIFT
AND JON SLACK

5.15–5.20PM

DRINKS & NETWORKING

(PROVIDED)

5.20–6.00PM

REGISTRATION & COFFEE

9.30–9.55AM

INTRODUCTION TO THE DAY

9.55–10.00AM

DIGITAL MASTERCLASSES: FIVE KEY STAGES OF SELF- PUBLISHING

10.00AM–12.15PM

In association with



@AlisonBav, @curvedhouse
(Harrison)

Day two opens with five sessions on the key skills writers are asking for help with, to enable them stay ahead in a digital age. Editing, e-book conversion and distribution, cover design, author websites, marketing tools including SEO and contracts and royalties. Speakers are Course Leader for MA Publishing at Kingston University, **Alison Baverstock**, **Kristen Harrison**, founder of The Curved House, Publishing SEO consultant **Chris McVeigh**, **Orna Ross** Founding Author & Director at The Alliance of Independent Authors (ALLI) and **Wendy Toole**, Chair of the SfEP.

LUNCH (PROVIDED) 12.15–1.30PM

THE WRITING ECONOMY: NAVIGATING THE MAZE OF SELF- PUBLISHING AND AUTHOR SERVICES

1.30–2.30PM

In association with



@jenniferopoulos (Custer),
@JohnMitchinson
@epubli (Thiele), @DavidGaughran,
@JoannaE

In a year in which publishers and agents continued to offer more 'author services', it's more important than ever to keep track of whose interests are being served, and to keep writers informed about what's genuinely on offer. Speakers are pioneering literary agent **Jennifer Custer** (A.M. Heath), **John Mitchinson** (Unbound), **Barbara Thiele** (epubli), writer and blogger **David Gaughran** and **Joanna Ellis** (The Writing Platform).

CANON TALES: STORIES BEHIND THE BOOK

2.30–3.45PM



@JonathanConway7, @Ms_Riot (Gadher), @readingagency (Mahal), @ifbook (Meade), @micycle (Michael Kowalski), @MollyFlatt, @samatlounge (Missingham), @pblofeld

The return of Canon Tales, a rapid-fire look at what is driving nine of the UK's top players in the world of literature and digital: **Jonathan Conway** (The Agency Group), **Preena Gadher** (Riot Communications), **Sandeep Mahal** (Reading Agency), **Chris Meade** (if:book), **Michael Kowalski** (Contentment), journalist **Molly Flat**, **Sam Missingham** (The Bookseller/FutureBook), **Piers Blofeld** (Sheil Land), **Larry Finlay** (Transworld).

These inspiring people from the world of books will present their love of literature, hopes for the future and what excites them through a series of visual images 7 minutes each, with 20 images each lasting 21 seconds. A unique and entertaining experience.

COFFEE BREAK

3.45–4.00PM

PEN FACTOR: WRITING COMPETITION AND PUBLISHING INDUSTRY LIVE FEEDBACK

4.00–5.00PM

PEN FACTOR!

Supported by

BookFlower

An über line-up of agents, publishers and other industry professionals from traditional and digital worlds will openly critique the six shortlisted writing projects, submitted by delegates in advance of the conference and shortlisted by TLC.

- @pblofeld
Piers Blofeld, Literary Agent, Sheil Land
- @JonathanConway7
Jonathan Conway, Head of UK Literature, The Agency Group
- @jenniferopoulos
Jenny Custer, Rights Director, A.M. Heath
- Larry Finlay, Managing Director, Transworld
- @digitaldanhouse
Dan Franklin, Digital Publisher, Random House
- @epubl
Sharmaine Lovegrove, UK Author Relations, Epubli
- @GordonWise
Gordon Wise, Literary Agent, Curtis Brown

PEN FACTOR winners will also be involved in a special collaboration with Media Futures and Perera to produce a Book Hackday at the Free Word Centre in November 2012, following the successful 2011 Book Hackday produced as part of the Publish! programme. It will bring together content creators, technologists and designers interested in innovation in publishing and beyond to rapidly develop concepts and prototypes in the space of one day. The participants will be supported by mentors and informed by practical talks that will take place throughout the day.

DRINKS, NETWORKING AND ANNOUNCE- MENT OF THE PEN FACTOR WINNER

5.00–6.00PM

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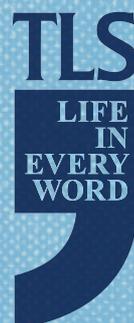
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THE TLS IS THE MOST
SERIOUS, AUTHORITATIVE,
WITTY, DIVERSE AND
STIMULATING CULTURAL
PUBLICATION IN ALL THE
FIVE LANGUAGES I SPEAK

Mario Vargas Llosa

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DR. ALISON BAVERSTOCK

@alisonbav
www.alisonbaverstock.com



Dr Alison Baverstock 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.

PIERS BLOFELD

@pblofeld
www.sheilland.co.uk



Piers Blofeld is a literary agent at Sheil Land Associates where he represents a number of high profile, prize winning and internationally bestselling authors. These include Jamie Thomson, winner of the 2012 *Roald Dahl Funny Prize*; Su Quinn whose bestselling *Devoted* series has topped the kindle charts in both the US and UK, Malcolm Welshman whose *Pets in a Pickle* was a UK kindle number one, and Dave Morris whose ground breaking *Frankenstein* app was a simultaneous iBookstore number one in the US and UK.

STEVE BOHME

@StevenBohme
www.bowker.co.uk



Since 1997, Steve has managed Bowker's ongoing Books & Consumers survey (which measures, in detail, the print and ebook buying habits of UK consumers), and a wide range of quantitative and qualitative research projects relating to the book market and to book consumers. He administers the Independent Bookseller Forum's Fitness Programme for the Booksellers Association (measuring key performance indicators among independent booksellers), and is a Member of the Market Research Society (MRS)

TOM CHIVERS

@PennedintheM
www.pennedinthemargins.co.uk



Tom Chivers was born in 1983 in South London. A writer and publisher, he founded the live literature producer and independent press Penned in the Margins in 2005, and was co-director of London Word Festival from 2007 to 2011. His books include *How to Build a City* (Salt, 2009), *The Terrors* (Nine Arches, 2009) and, as editor, the award-winning anthology *Adventures in Form* (Penned in the Margins, 2012). In 2009, BBC Radio 4 broadcast his documentary on the poet Barry MacSweeney. He is currently working on ADRIFT – a new commission for climate change organisation Cape Farewell.

JONATHAN CONWAY

@JonathanConway7
www.theagencygroup.com



Jonathan Conway is Head of the UK Literary Division of The Agency Group. He represents a diverse list of fiction and non-fiction writers, from the very commercial to the literary, and manages the publishing careers of a growing list of high-profile media, cookery, music and sports personalities. In the past year, seven titles represented by Jonathan have made the Sunday Times Top 10 Bestseller Lists.

JENNIFER CUSTER

@jenniferopoulos
www.amheath.com



Jennifer Custer moved to the UK from the US in 2001. After an MA in Publishing and a spell at Blake Friedmann Literary Agency, Jennifer joined the A M Heath rights department in 2004. Now Rights Director at A M Heath, she handles translation rights for the full client list, which includes icons of the 20th Century as well as today's most important, influential and bestselling writers of fiction, non-fiction and children's books. She also collaborates with the Alliance of Independent Authors to represent self-published authors for translation rights.

JOANNA ELLIS

@joannae

www.thewritingplatform.com



Joanna Ellis is Associate Director at The Literary Platform, an online magazine and consultancy that works with publishers, developers, literary organisations and academic institutions on a wide range of digital publishing projects. The Literary Platform, together with Bath Spa University, produces The Writing Platform, a website and series of live events aimed at equipping – and inspiring – writers in the digital age. Prior to this she spent five years as the Marketing Director for Faber and Faber.

LARRY FINLAY

www.booksattransworld.co.uk



Larry Finlay has been working in publishing for thirty years at Transworld. He started out as copywriter, was Marketing Director and Publishing Director for seven years each, and has been Managing Director since 2001. Transworld publishes a diverse range of writers, including non-fiction giants Bill Bryson, Richard Dawkins and Stephen Hawking and novelists Kate Atkinson, Dan Brown, Lee Child, Jilly Cooper, Ben Elton, Frederick Forsyth, Joanne Harris, Sophie Kinsella, Terry Pratchett and Joanna Trollope. He loves his job, and feels a great sense of privilege and responsibility to his authors and colleagues.

MOLLY FLATT

@mollyflatt

www.mollyflatt.co.uk



Molly Flatt is a writer, journalist, editor and Word of Mouth Evangelist for the global marketing agency 1000heads. By day, she helps brands such as Nokia, Mars and P&G use the latest social tools and psychology to become conversational from the inside-out; by night she writes about books, technology and culture for the likes of the *Guardian*, *Bookdiva* and *Delayed Gratification Quarterly*, and is Features Editor for *Phoenix*, a luxury fashion magazine. She loves London, forests, unicorns and negronis, and is currently writing her first novel.

ALISON FLOOD

@alisonflood

www.guardian.co.uk



Alison Flood is a writer on guardian.co.uk/books and former news editor of *The Bookseller*. She reviews books for papers including *The Observer* and *The Sunday Times*, and freelances for publications including *Wired* and *The Bookseller*. When she isn't reading for work, she's reading for fun.

ANDREW FRANKLIN

@AndrewProfile

www.profilebooks.com



Andrew Franklin is the founder and Managing Director of Profile Books, one of Britain's leading independent publishers. His authors at Profile include Alan Bennett, Mary Beard, Susie Orbach and Lynne Truss, whose book *Eats, Shoots and Leaves* sold over 1.4 million copies in hardback and over 3 million worldwide. Before Profile, Andrew Franklin was at Penguin for 11 years. His publishing career began in bookselling. He is a trustee of the Edinburgh International Book Festival, former Chairman of the Jewish Community Centre for London, a non-executive director of Rare, a diversity recruitment business, and a visiting professor at City University, London.

DAN FRANKLIN

@digitaldanhouse

www.randomhouse.co.uk



Dan Franklin is Digital Publisher at the Random House Group Ltd. His most recent project is BLACK CROWN, a web-based narrative gaming experience using a free-to-play business model that can be found at www.blackcrownproject.com. During his time at Random House he has published a variety of digital shorts by authors such as Alastair Campbell, Laurie Penny and Christopher Hitchens, launched the Storycuts short stories series, the award-winning www.nightcircus.co.uk digital marketing campaign, and been in the teams behind acclaimed apps such as *The Magic Of Reality* for iPad by Richard Dawkins.

PREENA GADHER

@Ms_Riot

www.riotcommunications.com



Preena Gadher is the MD and co-Founder of the award-winning Arts agency Riot Communications. Her career in PR began at Penguin Books where she climbed the publicity ranks until deciding it was time for a brand new challenge. She and business partner Anwen Hooson set up their own PR agency Riot Communications, and four years later the agency continues to flourish working with a variety of big brand clients including Southbank Centre, Penguin, Waterstones, Little, Brown, William Hill, Puffin and OUP. Last year, Riot scooped the award for Best Publicity Campaign of the Year at the Bookseller Industry awards.

DAVID GAUGHRAN

@DavidGaughran

davidgaughran.wordpress.com



David Gaughran is an Irish writer, living in London, who spends most of his time travelling the world, collecting stories. He is the author of the South American historical adventure *A Storm Hits Valparaiso* and the short stories *If You Go Into The Woods* and *Transfection* as well as the popular self-publishing guide *Let's Get Digital*. His work has been featured in the *Huffington Post*, *The Sunday Times*, and the *Irish Times*.

KRISTEN HARRISON

@curvedhouse

www.thecurvedhouse.com



Kristen Harrison is the founder of The Curved House, which specialises in designing and producing books and building websites that suit individual book projects. Kristen has extensive publishing experience having taught production and print management in Melbourne before moving to the UK to work in Penguin's Production and Editorial departments. Kristen was also our in-house web specialist at the TLC conference in 2012.

MICHAEL KOWALSKI

@micycle

www.getcontentment.com



Michael Kowalski founded London-based startup Contentment to develop simpler and more humane publishing software. He is a product and user experience designer who has designed editorial production systems for both the Guardian Media Group and NewsCorp. He previously co-founded boutique web agency Kitsite and indie publisher Pulp Faction. Contentment's latest product is Bookflower, which offers writers a beautifully simple way of creating ebooks. Find out more at www.bookflower.com

TOBY LICHTIG

@TobyLichtig

www.the-tls.co.uk



Toby Lichtig is a journalist, critic and television producer. He writes for a range of publications, including the Times Literary Supplement, Wall Street Journal and Literary Review, and has appeared as an arts commentator on television and radio. He has spent several years as an editor at the Times Literary Supplement, where he is currently Acting Fiction Editor. He has produced various social affairs and arts documentaries for broadcast in the UK and USA. He is currently working, very slowly, on a novel.

SHARMAINE LOVEGROVE

@epubli

www.epubli.co.uk



Sharmaine Lovegrove is UK International Author Relations at epubli. Originally from London, Sharmaine has been based in Berlin for the past four years where she established her bookshop Dialogue Books. With a career spanning both traditional and digital publishing industries, Sharmaine always maintains in her work, a direct connection between the author and the reader.

NICO MACDONALD

@Nico_Macdonald
@MediaFutures
www.mediafutures.org.uk

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Nico Macdonald consults on innovation, design and media with clients in publishing, broadcasting and telecommunications. He co-created the BBC Innovation Labs, and in 2008 founded Media Futures, a high-level and hands-on project on media, society and innovation. 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 and a Book Hackday in London. 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*.

SANDEEP MAHAL

@readingagency
www.readingagency.org.uk



At The Reading Agency, Sandeep leads a powerful partnership consortium transforming the way 44 publishers work with the UK public library network, so that local people have equal access to rich cultural experiences through author visits, reading promotions and reading group activities. Through the collaboration, libraries have made major strides as community hubs for social, interactive and lively reading experiences. Sandeep began her career in public libraries before moving into the charity sector. She was named Events Manager of the Year at the Publisher's Publicity Circle awards and The Bookseller's Rising Star in 2012.

ROBERT MCCRUM

observer.guardian.co.uk



Robert McCrum is a writer and editor whose most recent book, *Globish*, was published worldwide to international acclaim in 2010. From 1980 to 1996, he was editor-in-chief of Faber & Faber, where he published Kazuo Ishiguro, Milan Kundera, Peter Carey, Paul Auster, Marilynne Robinson, Lorrie Moore and Hanif Kureishi. At the same time, he co-authored the BBC TV series, *The Story Of English*, for which he was awarded an Emmy in 1986. He was appointed literary editor of the Observer in 1996, and is currently Associate Editor. He lives in London with his wife and their two daughters.

CHRIS MCVEIGH

@4fifty1



Chris McVeigh spent a decade working within major publishing corporations, notably Elsevier and Thomson. In 2003, he established himself as an independent consultant assisting publishers on marketing issues and emerging technologies. During this time he became a vocal advocate on the benefits of SEO for publishers and is regarded as a pioneer in this field. Now based in Los Angeles, he acts as a business analyst advising media and technology companies on opportunities in the publishing sector.

CHRIS MEADE

@ifbook
www.futureofthebook.org



Chris Meade is Director of if:book UK, www.ifbook.co.uk, a think and do tank exploring digital possibilities for literature. Previously CEO of the Poetry Society and Booktrust and a pioneer of reader development in libraries, Chris has an MA in Creative Writing & New Media, runs workshops and gives talks on the future of the book in the UK and around the world and is a judge of the Bologna Bookfair's new Digital Award. if:book projects include research into the use of iPads in education and creating a series of digital literature happenings for schools and bookgroups.

SAM MISSINGHAM

@samatlounge
www.thebookseller.com



Sam Missingham is head of events and marketing at The Bookseller Group. Responsible for the industry awards and several conferences, she also runs the UK's largest publishing conference, FutureBook and launched the first digital publishing awards. She is a passionate user of social media and can be found @samatlounge on Twitter. She thinks the future is FULL of possibilities. Sam was Runner-up for the 2012 Pandora Award for outstanding contribution to publishing.

JOHN MITCHINSON

www.unbound.co.uk
@JohnMitchinson



John Mitchinson is a writer and publisher. He was Waterstones' 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 (www.qi.com). He 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 (www.unbound.co.uk), the UK's first crowd-funded publishing house which was shortlisted as Independent Publisher of the Year at the 2013 Bookseller Awards.

AUDREY NIFFENEGGER

@ANiffenegger
www.audreyniffenegger.com



Audrey Niffenegger is the author of the international bestsellers *The Time Traveler's Wife* and *Her Fearful Symmetry*. She has also published three illustrated books with Cape: *The Three Incestuous Sisters*, *The Adventuress* and *The Night Bookmobile*. She lives in Chicago and London. In May 2013 a new ballet opened at the Royal Opera House based on her illustrated dark fairytale *Raven Girl*. The ballet was a collaboration between Audrey and Royal Ballet Resident Choreographer Wayne McGregor, who also produced it.

SALLY O-J



Sally O-J has been the reader for award-winning novelist Sarah Waters (*Fingersmith*, *Tipping the Velvet*) on all her books. A freelance editor who has worked with a wide range of authors, from absolute beginners to established novelists and TV scriptwriters, she is comfortable in genres as diverse as science-fiction/fantasy, biography, historical, romance and mystery, as well as non-fiction. Previously, Sally was a journalist and editor in the music business, and has written and edited scripts for broadcast, album sleeve notes and online features.

SCOTT PACK

meandmybigmouth.typepad.com
@meandmybigmouth



Scott Pack is publisher at The Friday Project, an experimental imprint of HarperCollins. He also heads up *authonomy*, an online community of writers from which manuscripts are selected to be published by HarperCollins imprints. He blogs at *Me and My Big Mouth* and has written two mildly amusing toilet books. He does not work Fridays.

KATE PULLINGER

@KPullinger
www.katepullinger.com



Kate Pullinger writes novels, short stories, and multimedia digital fiction. Her novel *The Mistress of Nothing* won Canada's 2009 Governor General's Literary Award for Fiction. Her digital fiction project *Inanimate Alice* has also won numerous prizes, reaching online audiences around the world. She is Professor of Creative Writing and Digital Media at Bath Spa University. Her new novel, *Landing Gear*, will be published in 2014, in parallel with a new digital fiction collaboration, *Duel*.

CLARE REDDINGTON

@clarered
www.react-hub.org.uk



Clare Reddington is director of iShed, a subsidiary of Watershed, and The Pervasive Media Studio, Watershed's multi-disciplinary research lab. She is also Executive Producer of REACT, one of four Knowledge Exchange Hubs for the Creative Economy funded by the Arts and Humanities Research Council (AHRC) to develop strategic partnerships with creative businesses and cultural organisations. REACT is a £4.8m collaboration between the University of the West of England, Watershed, (and iShed), and the Universities of Bath, Bristol, Cardiff and Exeter.

ORNA ROSS

@OrnaRoss
 @IndieAuthorALLI
allianceindependentauthors.org
orna.ross.com



Orna Ross founded The Alliance of Independent Authors in 2012. Orna writes novels, poems and creative non-fiction and has enjoyed publication by Attic Press and Penguin as well as independent self-publishing. She has worked as a university lecturer in creative and imaginative practice, and for some years ran a writing school and literary agency in Dublin, Ireland. She now lives in London with regular time in California. Orna's Go Creative! blog is for those who want to apply the creative process in their work and life. She has absolute belief in the healing and transformative power of the written word.

BARBARA THIELE

@epubli
www.epublic.co.uk



Barbara Thiele is Chief Product Officer at epubli, the most successful self-publishing platform in Germany. She started her career in the academic field, first at the Max Planck Institute for the History of Science in Berlin, then as an Editor at the German Academic Publishing House Reimer. In 2008, she joined epubli and helped to build up the digital start-up of the Holtzbrinck Publishing Group which gives authors the opportunity to self-publish and sell their books and eBooks worldwide. She's an expert in the field of self-publishing and is now heading epubli's internationalisation to the United Kingdom and other countries.

STEFAN TOBLER

@stefantobler
 @andothertweets
www.andotherstories.org



Stefan Tobler founded 'And Other Stories' out of frustration at the great books not being published in English. With the grassroots support of subscribers and readers, titles can be published that might not be otherwise. With English and Swiss parents, he was born in the Amazon and translates from Portuguese and German. He loved translating Rodrigo de Souza Leão's *All Dogs are Blue* for *And Other Stories* (for August 2013). Recent translations include *Água Viva* by Clarice Lispector and the poetry collection *Silence River* by Antônio Moura (Arc Publications). He reads French and Spanish too.

WENDY TOOLE

@TheSfEP
www.sfep.org.uk



Wendy Toole is an experienced editor of both fiction and non-fiction and has been a full-time freelancer since 2002. She is an Advanced Member of the Society for Editors and Proofreaders (SfEP) and a Licentiate of the City & Guilds Institute (LCGI in Editorial Skills). Wendy is also currently Chair of the SfEP. Formed in November 1988, the SfEP has nearly 2,000 members and associates who provide editorial services to publishers and a range of other organisations and individuals. The SfEP promotes high editorial standards and works to uphold the professional status of editors and proofreaders.

GORDON WISE

@gordonwise
www.curtisbrown.co.uk



Gordon Wise is a Senior Literary Agent at Curtis Brown. He has worked in the book industry since 1989, originally as a bookseller, and joined Curtis Brown in 2005 after fifteen years working as a publisher in both the UK and US. His clients' works include bestselling non-fiction such as *Steve Jobs* by Walter Isaacson, and *Is It Just Me?* by Miranda Hart. Novelists he represents include the award-winning Neil Cross, this year's 'Waterstones Eleven' pick Hannah Kent, SF god Brian Aldiss and classical historical goddess Mary Renault. He was shortlisted for Agent of the Year at the Bookseller Awards 2012.

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