



PANZ

# INTERNATIONAL CONFERENCE

30 June - 1 July 2016

Local Publishing, Global Thinking

## PROGRAMME

### Thursday 30th June

- 9.30am**                    **Registrations Open**  
Morning tea on arrival at Crowne Plaza Hotel,  
128 Albert Street, Auckland
- 10.00am**                    **Conference Opening**  
**Local Publishing, Global Thinking**  
Opening Address and Welcome Melanie Laville-Moore,  
Allen & Unwin, PANZ President
- 10.10am**                    **Key Note**  
**Small Beginnings, Big Markets**  
Jo Lusby, Penguin Random House (North Asia)
- 10.45am**                    **Panel**  
**WeCreate, why and how: Creative Industries Fighting Back**  
Kevin Chapman, Upstart Press (Chair); Adam Holt, Chairman of  
Universal Music NZ, Paula Browning Chair of WeCreate and  
Emma House, Publishers Association, UK.
- 11.45am**                    **Key Note Session**  
**How an Independent Publisher Conquered the High Street**  
Diana Broccardo, Profile Books (UK)

**12.30pm**

**LUNCH**

1.30pm

**Workshop**

**Lessons and Trends from Australia**

David O'Brien, Cengage Learning

Or

**To Tweet or not to Tweet? That is one of Many Questions**

Kelly Morton, Hachette Australia

2.45pm

**Workshop**

**Transitioning Content from Print to Digital**

Kathy Hurley, Girls Thinking Global & Emma House

Or

**Channels to Export Markets: Which Should we Choose?**

Diana Broccardo; Jo Lusby; Julia Marshall, Gecko Press and Peter Dowling, Oratia Books (Chair)

3.30pm

**AFTERNOON TEA**

4.00pm

**Key Note Session**

**Legal 101 - What every Publisher Needs to Know**

Briony Lewis, Penguin Random House (APAC)

4.45pm

**In Conversation**

**Publish and Be Damned!**

Robbie Burton, Potton & Burton in conversation with Nicky Hager, investigative journalist

5.30pm

**AGM**

6.00pm

**CLOSE**

6.05pm

**Networking Drinks Sponsored by Everbest Printing**

7.00pm

**Dinner Sponsored by Penguin Random House**

**Sir Ray Avery, *Rebel with a Cause***

# Friday 1st July

- 7.45am**                    **Education New Zealand Sponsored Breakfast for Educational Publishers**  
International visitors will join this event
- 8.45am**                    **Coffee available**
- 9.00am**                    **Key Note Session**  
**A Brand is Forever! Building Brand Equity and Sustained Competitive Advantage**  
Justin Ractliffe, Hachette Australia
- 10.00am**                    **Panel**  
**Copyright in the Digital Age**  
Mark Sayes, ESA Publications (Chair); Adrian Keane, Edify;  
Amy Joseph, National Library; Sam Elworthy, Auckland University Press and Emma House
- 11.00am**                    **MORNING TEA**
- 11.30am**                    **Key Note Session**  
**Capturing Today's Customer**  
Paul Blackwell, Businessman
- 12.15pm**                    **Final Key Note**  
**Leadership and Diversity**  
Kathy Hurley
- 12.50pm**                    **Closing Remarks**  
**Local Publishing, Global Thinking**  
Melanie Laville-Moore

**1.00pm**                    **PANZ CONFERENCE CLOSES**