

**26.06.2024**

**WEDNESDAY**

30 min	9.00-9.30	<i>registration and opening</i>	
60 min	9.30-10.30		<b>GEORGE WALKLEY</b> Chair: Angus Phillips
45 min	10.30-11.15	<i>coffee break</i>	
			<b>AI WITHIN EDUCATIONAL PUBLISHING    MARKETING</b> Chair: Miha Kovač    Chair: Jaka Gerčar <b>Jocelyn Hargrave    Cat Mitchell &amp; David Barker</b> University of Derby    University of Derby <i>The Present and Future Implications of    Tomorrow and Tomorrow and Tomorrow: Generative AI for Educational Publishing    Publishing a Bestseller</i> <b>Gianluca Pavani    Avril Gray</b> University of Rome – Tor Vergata    Edinburgh Napier University <i>Producing Complexity in the Digital Era: the    From Campus to Community: Insights and Potential of Artificial Intelligence in    Impacts of the "Book Advocacy" Educational Publishing    of Merchiston Publishing...</i> <b>Christoph Bläsi    Caroline Wintersgill</b> Johannes Gutenberg University Mainz    University of Stirling <i>Writing a Serious Book Using a Large    Trying to Keep the Flame Alive': Language Model: The Significance of Proven    Creating Value at the Small Press Industry Procedures</i>
80 min	12.30-13.50	<i>lunch</i>	
60 min	13.50-14.50		<b>SIMONE MURRAY</b> Monash University Chair: Jaka Gerčar
30 min	14.50-15.20	<i>coffee break</i>	
			<b>DIVERSITY</b> Chair: Cat Mitchell <b>John Rodzvilla    Hanne Willekens</b> Emerson College    Ghent University <i>Beyond the Advance: American Trade    Women Authors, Women Reviewers, Publishing and the #publishingpaidme hashtag    Women's Books? An Empirical Analysis of Gender and Genre in Book Reviews in the Swedish Newspapers Dagens Nyheter and Aftonbladet (2018–2022)</i> <b>Sophie Noël</b> Université Paris Panthéon Assas <i>How to Maintain Cultural Diversity in High    Street Bookshops Abroad? The Dilemma of Francophone Bookshops in Europe</i>
			<b>ROUNDTABLE DISCUSSION</b> Chair: Tom Abba <b>George Walkley, Anna Kiernan, Tom Abba</b> University of Exeter, UWE, Bristol <i>Breaking the furniture. Creating innovation in established publishing practices</i>
120 min	19.00-21.00	<i>dinner</i>	

**27.06.2024**

**THURSDAY**

60 min	9.30-10.30	<b>VUK ĆOSIĆ</b> Chair: Miha Kovač		
45 min	10.30-11.15	<i>coffee break</i>		
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50 min	15.40-16.30			
15 min	16.30-17.00	<b>CLOSING SESSION</b>		

