

Introduction to Rights Seminar 2024

13.00 - 13.05

Seminar Opening Speech

Why Sell Rights?

Lynette Owen, Copyright and Rights Consultant

13.05- 13.15

Learn why good knowledge of rights is essential, uncover new revenue streams, and understand the benefits for authors and publishers. Discover how effective rights selling can transform content into a perpetual source of income.

You Can't Sell What You Don't Own!

Duncan Calow, Partner, DLA Piper

13.15 - 14.00

Grasp the fundamental principles of lawful licensing, and sidestep common pitfalls. This session equips beginners with vital insights for confidently navigating the intricate realm of copyright law, emphasizing the pivotal role of content ownership.

Panel:

What Rights CAN You Sell?

14.00 - 14.45

With Diane Spivey, Rights and Contracts Consultant; Stephanie Purcell, Group Rights Director, Bloomsbury Publishing; Lynette Owen, Copyright and Rights Consultant

Explore lucrative licensing opportunities, uncover the diverse licensing landscape, determine suitable book types, and prioritize market sectors. Together, three of the day's expert speakers will shed light on sellable rights, ensuring you're prepared with strategies to maximize revenue from your literary assets.

14.45 - 15.15

Networking Coffee Break

The Essentials of Rights Selling: A Step-by-Step Guide

Stephanie Purcell, Group Rights Director, Bloomsbury Publishing

15.15 - 16.15

Demystify rights sales with this beginners guide to navigate and excel in the art of selling rights. This how-to session empowers attendees with actionable insights for strategic success.

The Complete Contract and Rights Deal Checklist

Diane Spivey, Rights and Contracts Consultant

16.15 - 17.00

Get to grips with the essentials of negotiating rights sales, gain insights into deal finalization with a comprehensive checklist of key questions, and understand the fundamentals of sub-licensing contracts. This session also offers an in-depth explanation of crucial clauses for strategic, error-free agreements.

Networking Drinks Reception

17.00 - 18.00

Ask the experts your questions, and enjoy a drink in the historic Stationers' Hall and Gardens