

ЛІТЕРАТУРА
НА ЕКСПОРТ
UKRAINIAN
LITERATURE.



**UKRAINIAN LITERATURE:
RIGHTS ON!
EDUCATIONAL PROGRAM**



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June 7th

10:30 – 11:00

Morning coffee with organizers. *Main Stage*



Olesia Ostrovska-Liuta

General Director of the Mystetskyi Arsenal National Arts and Culture Museum Complex



Christian Diemer

Head of the Programme of House of Europe

11:00 – 11:50

Presentation + workshop “Building a strategy in rights sales: from foreign rights to film rights”. *Main Stage*



Maÿlis Vauterin / France

She is in charge of rights from foreign, subsidiary to film licencing. Following two years at the French Embassy in London, she worked in the rights department of Grasset (Hachette group) for 6 years. Maÿlis Vauterin subsequently dealt with acquisitions and rights for Viviane Hamy Publishing House, an independent publishing house. In 2017, she was appointed as the Rights Director at Stock (Hachette Group), the oldest publishing house in France, whose backlist includes Isaac Bashevis Singer, Joyce Carol Oates, among others.

12:00 – 13:00

Outline Workshop “Tools for selling rights internationally: Newsletters, catalogues & info sheets”. *Main Stage*



Sylvia Schuster / Germany

After studying Laws, American Literature and European Ethnology, she has been working in various jobs related to rights and distribution. Before she joined Carlsen Publishers' rights department in 2004, Sylvia gained experience in the field of rights from working at Aufbau Publishers and Gruner & Jahr's syndication department. Carlsen Publishers are Germany's children's book market leader, giving me the opportunity to pitch various kinds of books and gaining experience in various book markets worldwide.

14:30 – 15:30

“Buying and selling book rights: legal nuances and hidden considerations”. *Main Stage*



Mykhailo Yudin

Mykhailo Yudin is a senior associate at AXON Partners and a lead link in their 'IP & Media' practice. A graduate of V. N. Karazin Kharkiv National University. Before AXON, he worked as a lawyer for Mykhailyuk, Sorokolat and Partners - Patent and Trademark Attorneys. Mykhailo advises on all issues in the field of intellectual property: from the acquisition and protection of trademark, copyright, industrial property, to agreements on the disposal of intellectual property rights, domain dispute resolution, customs and court protection, etc.

June 8th

13:00 – 14:00

Lecture “Pitching books persuasively: how to present your books better”. *Main Stage*



James Spackman / Great Britain

James is a London based literary agent with The bks Agency, publisher of cycling imprint Pursuit and presentation coach, as The Book Pitch Doctor. In his career he has worked in sales, marketing and management for Bloomsbury, Hachette and Osprey. He regularly speaks at publishing conferences on trade marketing, cover copy and Reader Experience among other topics.

16:00 – 17:00

Lecture “The times they are a’changin. Does that work for you?” *Main Stage*



Richard Charkin / Great Britain

He is a former president of the IPA and the UK PA and for 11 years was executive director of Bloomsbury Publishing Plc. He has held many senior posts at major publishing houses, including Macmillan, Oxford University Press, Current Science Group, and Reed Elsevier. He is president of The Book Society, vice-chair of Bloomsbury China’s Beijing joint venture with China Youth Press, a senior adviser to Trillium Partners, adviser to nkoda.com, and a member of the International Advisory Board of the Frankfurt Book Fair. He is a non-executive director of Bonnier Books UK, Liverpool University Press, Institute of Physics Publishing, and Cricket Properties as well as founding his own business, Mensch Publishing.

Richard has an MA in Natural Sciences from Trinity College, Cambridge; was a Supernumerary Fellow of Green College, Oxford; attended the Advanced Management Program at Harvard Business School; and is a visiting professor at the University of the Arts London.

17:00 – 18:00

Lecture “How to develop a strong global foreign rights selling system employing multiple strategies”. *Main Stage*



Bill Hanna / Canada

Bill Hanna, a 63 year veteran of the book publishing industry working in both Canada and the United States, has been the CEO of three publishing companies and presently is the managing director of Acacia House, a literary agency serving both authors and 12 publishing companies, the latter for foreign and dramatic rights.

For the last four years, he has specialized in the sale of foreign and dramatic rights and has attended over 150 book fairs, done numerous direct selling trips in book publishing capitals around the world and has developed a very strong online rights selling system.

June 9th

11:00 – 12:00

Workshop “Audiobooks. Growth in the Market: a look at the continuing growth in the audio-book market, how this impacts sales and rights”. *Main Stage*



Michele Cobb / USA

Michele Cobb is recognized for her expertise in the audio publishing industry. She began her audiobook career as Assistant Managing Director for L.A. Theatre Works and went on to become Vice President of Sales & Marketing for BBC Audiobooks America/AudioGO. She has served on the Audio Publishers Association (APA) board since 2001 as a director and officer, and is currently Executive Director. A well-known provider of PR, Sales, Marketing and Business Development services through her company Fortè Business Consulting, she is also Publisher of both AudioFile Magazine and MMB Media LLC.

12.30 – 13.30

Lecture “Do the Rights Thing: How to Position and Sell Children’s Books Rights in the Global Market”. *Main Stage*



Debbie Bibo / Italy

Debbie Bibo is a literary agent and editorial producer of children’s picture books and illustrated books. A native of Northern California, she moved to Milan in 1992 and worked for years in art publishing before founding Debbie Bibo Agency in 2011. The Agency represents and promotes an eclectic selection of debut and award-winning authors and illustrators from around the world. Several of the books the Agency represents have won multiple awards and have been published in more than 25 languages. She has worked as an editorial consultant for international museums and holds courses on picture-book making and the children’s book market at Mimaster in Milan, the Europe Institute of Design, and Ars in Fabula in Macerata, Italy.

14:30 – 15:00

Quiet conversations with wine or tea. *Farewell. Session.*

Ukrainian Literature: Rights On! is a joint project of Mystetskyi Arsenal and the EU funded programme House of Europe. Partners of the project are Creative Europe and the Public Diplomacy Department of the Ministry of Foreign Affairs of Ukraine.
