

IPG Summer Summit Programme

Wednesday 20 May 2026

9.30am **Combating Racism and Bullying**

This workshop provides guidance for employers to eliminate all forms of racism, discrimination and bullying from the workplace. **Iman Atta** of Tell MAMA, the not-for-profit that monitors anti-Muslim hate crime, supports victims and works with Jewish organisations to combat anti-semitism, explains some of the issues for publishers to consider and good practices to ensure that all staff feel safe and valued
Chair: Shannon Cullen, Walker Books and IPG Chair

10.15am **Break**

10.30am **Getting Started in Audio**

Audiobooks can grow revenue and engage new readers, but getting started is tough. This practical session is ideal for publishers seeking to enter or better understand the market. **Jess Barnfield** of ZebraLution covers fundamentals including book and narrator selection, delivery models, costs and returns on investment, pricing and the role of new technology like AI. She shows what makes a book sing in audio, leaving you with a framework to get started in audio with confidence
Chair: Eela Devani, IPG Vice Chair

11.30am **The IPG Carbon Calculator Club: How to Reduce Carbon Emissions in Digital Publishing**

While the environmental impacts of print publishing are now well known, the scale of emissions caused by digital activity is less clear. **Jonathan Griffin**, sustainability consultant and leader of the IPG's Carbon Calculator Club, explores how to measure and reduce impacts, including those of AI. He is joined for case studies in two different sectors from **Andri Johnston** of Cambridge University Press and **Leila Mauger** of Boldwood Books
Chair: Jonathan Griffin, sustainability consultant

12.15pm **Break**

2.30pm **The AI Hour**

As AI tools and challenges continue to sweep publishing, this session sets out what publishers really need to know. **George Walkley**, tech

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expert and the IPG's AI educator and policy correspondent, rounds up recent developments and explains the important questions that all publishers should ask before integrating AI anywhere in a business. We also look at the latest policy issues and hear about a landmark new opt-in AI collective licence from **Tom West** of PLS
*Chair: **Bridget Shine**, IPG*

This session will be followed by a short introduction to new features to gamify your experience on the IPG Skills Hub, which offers extensive free training resources in technology and more areas of publishing

3.40pm **Break**

4pm **Accessibility For All**

Ethical and legal motivations have led publishers to step up work on accessibility, but there's more to be done before content is properly available to everyone, regardless of ability. **Tyler Carey** of Westchester Publishing Services shares an overview of big accessibility issues and thoughts on best practice. He is joined by **Jaimee Biggins** of UCL Press for a case study of progress and compliance with the Americans with Disabilities Act in the US
*Chair: **Tyler Carey**, Westchester Publishing Services*

4.45pm **Finish**

Thank you to [Westchester Publishing Services](#) for supporting the Summer Summit.