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## Conference

# Get Caught Reading Europe

Antwerp – 7 and 8 November 2004

### Sunday 7 November

#### MORNING (OPTIONAL)

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09.45 am Departure by bus to the Antwerp Book Fair (<http://www.boekenbeurs.be/home.htm>) from the Alfa Theater Hotel

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11.15 am Departure by bus from the Fair to the Plantin Museum(1)

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The Plantin-Moretus Museum possesses an exceptional collection of **typographical material**. Not only does it house the two oldest surviving printing presses in the world and complete sets of dies and matrices, it can also be proud of its **magnificent library**, a **richly decorated interior** and the **entire archives** of the Plantin business.

[http://museum.antwerpen.be/plantin\\_moretus/index\\_eng.html](http://museum.antwerpen.be/plantin_moretus/index_eng.html)

(1) Participants who would like to join the visit at the museum can easily walk from the hotel to the Plantin museum

#### CONFERENCE

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1.00 pm Sandwiches available at the Lessius Hogeschool

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#### 2.00 pm Opening of conference

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Welcome by the President of the Executive Board of Lessius Hogeschool, Mr. Bert Michiels

Welcome by a representative of the Flemish local authorities

Welcome by Ms. Doris Stockmann, President of the European Booksellers Federation

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2.40 pm Presentation of the "Get caught reading EU project" by Ivan Cecchini, Director of the Association of Italian Publishers

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3.00 pm Is TV the enemy of books? – Marc Harrison, Executive Producer of "The Big Read" (BBC)

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When the BBC launched The Big Read - a campaign to get all of Britain reading and talking about books - some journalists complained it was a contradiction for television to talk about books. Were they right? Can books ever work on television? And what can television offer the world of books that can ever better the simple pleasure of reading? In this presentation **Mark Harrison** talks about the The Big Read campaign and the place of books on television. He examines the controversy the series caused among the British 'literati'. And he argues that far from TV being the enemy of books, the greatest threat to reading comes from those who turn their backs on television culture.

**Mark Harrison** is the Creative for Arts at the BBC. He was also Executive Producer of 'The Big Read'

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3.30 pm Coffee break

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4.00 pm **4 parallel workshops on the promotion of reading:**

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1. The fight against illiteracy
2. Books in the media
3. Innovative elements in major reading campaigns
4. Do literary prizes help?

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5.15 pm End of workshops

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8.00 am Dinner hosted by the local authorities (to be confirmed)

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## Monday 8 November

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9.15 am **4 parallel workshops on the promotion of reading:**

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1. The fight against illiteracy
2. Books in the media
3. Innovative elements in major reading campaigns
4. Do literary prizes help?

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10.30 am Coffee break

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10.45 am Why reading is worth defending and why the defence is such a difficult task? – Piotr Marciszuk, Vice-President of the Polish Chamber of Books

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In his presentation, **Piotr Marciszuk** would like to consider the threats to reading in a post-communist country, to show some cultural changes which have taken place over the last 20 years and to consider the main obstacles, which campaigns promoting reading meet in Poland.

**Piotr Marciszuk** is scientific researcher at the Polish Academy of Sciences (philosophy, 10 years); In 1993 he established a private publishing house STENTOR (educational) together with his wife Teresa.

He is also Vice-President of the Polish Chamber of Books, President of the Educational Branch of PCB, Member of the Copyright Committee of IPA.

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11.05 am Question time

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11.15 am 4 rapporteurs highlight the major findings of the 4 workshops

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12.00 noon The Get caught reading campaign in the UK – John Clement, Publisher

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The Get caught reading campaign in the UK, a successful adaptation of the US initiative. **John Clement** is the Managing Director of Moonlight Publishing in Oxfordshire. He is the Vice-president of the U.K. Publishers Association, Past President of the Federation of European Publishers and UK representative in the International Publishers Association

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12.20 pm Question time

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12.30 pm Mr. **Jan Figel**, Commissioner for Education, training, culture and multilingualism (to be confirmed)

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13.00 pm End of the conference.

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