ANNUAL SCOTTISH BOOK TRADE CONFERENCE 2018

Thursday 22 February, Central Hall, Edinburgh

Conference Chair: Jenny Brown, Jenny Brown Associates

09.00: **Registration and refreshments** sponsored by **Batch Ltd**

09.30: **Welcome** from Publishing Scotland, the Booksellers Association and conference Chair

09.40: **Keynote speech** sponsored by **Bertram Books**

Sally Magnusson – writer & broadcaster

10.15: **The Key Retail Market Trends 2016/17**

Steve Bohme, UK Research Director, Nielsen Book

11.00: **Morning refreshments** sponsored by **Nielsen**

11.20: **Separate sessions for publishers and booksellers**

**For publishers**

1. Building Resilience and raising the profile of publications – Sally Hampton, Consumer Magazines Publisher, DC Thomson Media
2. The Academy of British Cover Design – book cover designers Jon Gray and Jamie Keenan

**For booksellers - Bookseller Brains Trust**

*Booksellers will be able to join lively conversations on all the following subjects:*

1. Running a Big Book Promotion – Helen Stanton, Forum Books
2. Working With Community Partners to Create Events – Mairi Oliver, The Lighthouse Bookshop
3. Using Instagram Effectively for Bookshops – Julie Danskin, Golden Hare Bookshop
4. All You Ever Wanted to Know About Batch – Fraser Tanner, Batch
5. Dyslexia-Friendly Books – Kirstin Lamb, Barrington Stoke and Sarah Wright, Bounce Marketing Ltd
13.00: **Lunch sponsored by Bertram Books**

14.00: **Trade and Marketing Panel – The Next Big Idea**

Chaired by Jenny Niven, Creative Scotland with an introduction from Nigel Roby, The Bookseller with panel: Sara Hunt, Saraband; Laura Jones, 404 Ink; Bob Johnston, The Gutter Bookshop; Calum McGhie, Blackwells; and Annie Stone, BookBub who will predict and present industry ideas for the coming year.

14.45: **Fever Pitch** – publishers pitching to booksellers (pre-booked slots) **sponsored by Gardners**

**OR publisher workshop sessions: rooms TBC**

- Nielsen Book Research – “Using Thema to increase the discovery of your books” - Jo Shaw, Sales Director, Discovery & Commerce.
- Working with authors & book festivals - Bob McDevitt from AyeWrite! and Bloody Scotland and Janet Smyth, Children & Education Programme Director, the Edinburgh International Book Festival.
- Working with print media and maximising PR - David Robinson, freelance journalist and writer and Fiona Brownlee, Brownlee Donald Associates.
- Tourist organisations and book supply - Lewis Dawson, MD, Bookspeed and Crawford Goodwin, Commercial Director, Lomond Books.

15.45: **Afternoon refreshments sponsored by Publishers’ Licensing Services Ltd**

16.15: **Reaching and Building New Audiences** - How to create and engage new audiences, reflect a diverse community, improve the impact of books and bookselling and create real change - Julia Kingsford, The Good Agency & The Good Journal and Virginie Clarke, Moon Lane Ink CIC (& Tales on Moon Lane Children’s Bookshop)

17.00: **Closing Keynote Address: A Life With Books** - Dr Richard Holloway FRSE, writer, broadcaster and cleric

17.30: **Conference ends with drinks sponsored by BookBub**

Thank you to all our generous sponsors as well as the London Book Fair & Unwin Charitable Trust for their overall contribution.