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Tuesday 26 February 2019, Surgeons Quarter, Edinburgh

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WELCOME FROM MARION SINCLAIR AND MERYL HALLS

On behalf of Publishing Scotland and the Booksellers Association it is a pleasure to welcome you to the 2019 Annual Scottish Book Trade Conference.

This is one of the key events in our year that brings us all, booksellers, publishers, and others in the industry together to discuss common interests and keep up to date with the latest trends in the industry. To reflect the variety of issues and topics in the book trade and publishing world today we have chosen sessions that we hope will inspire and inform you as we embark upon another year.

Thanks for joining us as we look forward to a day of lively discussion and debate; and get different perspectives as we welcome influential figures from the publishing bookselling and business world. Please make the most of this opportunity to network with peers and help us work together to keep this important industry thriving and vibrant.

Many thanks are due to all the speakers, sponsors and exhibitors for their support in staging this year’s event. This conference and other important work all year round would not be possible without the vital funding we receive from Creative Scotland.

We look forward to sharing the day with you and encourage you to fill in the online evaluations you will receive after the event – your feedback is very important in helping us improve on next year’s conference.

Marion Sinclair, CEO
Publishing Scotland

Meryl Halls, Managing Director,
The Booksellers Association
Morning

09.00: **Registration and refreshments** sponsored by Nielsen

09.30: **Welcome** from Publishing Scotland, the Booksellers Association and Conference Chair, Jenny Brown

09.40: **Keynote Speech** – James Daunt, MD, Waterstones sponsored by Bertram Books

10.15: **The Key Retail Market Trends 2017/18**
Steve Bohme, UK Research Director, Nielsen Book

11.00: **Morning refreshments** sponsored by Gardners

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

- **For publishers**
  - Juliet Mabey, co-founder and Publisher of Oneworld Publications – The Challenges and Joys of Independence
  - Gavin Smith, Commissioning Executive for Comedy Drama and Entertainment BBC Scotland and Stuart Cosgrove TV executive and newspaper columnist – the opportunities to move from page to screen

- **For booksellers – Booksellers Brains Trust sessions**
  - The Batch App (Fraser Tanner, Batch Ltd)
  - The Retail Trust (Tom Bostock, The Retail Trust)
  - Green Bookselling (Alan Staton, The BA)
  - Building a Team (Calum McGhie, Blackwells)
  - The Power of Helpfulness (Roz de la Hey, The Mainstreet Trading Company)
  - The Unwin Charitable Trust Mentoring Scheme (Sheila O Reilly)

13.00: **Lunch** sponsored by Bertram Books
Afternoon

14.00: Fever Pitch – publishers pitching to booksellers sponsored by Gardners
or
Workshop sessions for publishers:

Society of Authors in Scotland with Merryn Glover & Caroline Dunford – Good stories or high sales?
Student session with Maria Vassilopoulos – The Secret History of Books, researching archives in publishing
Nielsen Book with Jo Shaw – Digital marketing and how the Book2Look widget can be used by both publishers and booksellers to promote themselves on social media
Scottish Book Trust with Philippa Cochrane – Book Week Scotland and You, how and why to join the Conversation

15.00: First Minister of Scotland Nicola Sturgeon
15.45: Afternoon refreshments sponsored by PLS
16.15: Bringing Communities Together Through Literacy

16.45: Closing keynote address: Gina Miller, Canongate author, business-woman and transparency activist

17.15: Conference closes
Drinks reception sponsored by Batch Ltd

Thank you to all the above sponsors and Ingram for their overall sponsorship and support of the conference.
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- PLS Permissions – a suite of services designed to help publishers optimise efficiencies in their permissions management processes and reduce the administrative burden.
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SPEAKER BIOGRAPHIES

CHAIR

Jenny Brown, Literary Agent, Jenny Brown Associates

Jenny Brown established Jenny Brown Associates Literary Agency in 2002 which now represents over 80 writers. She was previously Head of Literature at the Scottish Arts Council, presenter of book programmes for Scottish Television, and founder Director of the Edinburgh International Book Festival (of which she is now a Board member). She is Chair of the Bloody Scotland crime writing festival. She has honorary doctorates from the Open University, University of Aberdeen and University of St Andrews. She was named as one of the Saltire Society’s Outstanding Women of the Year in 2018.

www.jennybrownassociates.com

KEY NOTE

James Daunt, Waterstones Managing Director

James Daunt was appointed managing director of Waterstones, the UK’s largest chain of specialist bookshops, in July 2011. Waterstones has 293 bookshops, including Foyles, Hatchards, Hodges Figgis and branches in Ireland, Brussels and Amsterdam. James founded his own independent bookshop, Daunt Books, in London in 1990, of which he remains the owner. Daunt Books now has 9 bookshops.

Steve Bohme, UK Research Director, Nielsen Book Research

Steve has managed the Books and Consumers survey since 1997, as well as a wide variety of other qualitative and quantitative research projects relating to the book market, and to reading and buying habits. Steve is a Member of the Market Research Society (MRS). Steve joined Nielsen when Nielsen acquired the business intelligence and commerce solutions products from Bowker in 2013. Prior to that, he worked at Bowker Market Research (BML) since 1994, becoming Research Manager in 1996 and Research Director in 2001.

MORNING PUBLISHER SESSIONS

Juliet Mabey – Oneworld

Juliet Mabey is co-founder and Publisher of Oneworld Publications, set up in 1986 as an independent publishing house focusing on high quality narrative non-fiction across a range of subjects from politics and popular science to history, philosophy and psychology. She launched a literary fiction list in 2009, which has now won the Man Booker Prize twice, with Marlon James’ A Brief History of Seven Killings in 2015 and Paul Beatty’s The Sellout in 2016. Oneworld places a strong emphasis on showcasing a rich diversity of voices and stories from around the world, in English and in translation, values which are also to be found in Oneworld’s new crime and children’s lists. Growing the business from humble beginnings, Juliet has worked in most publishing departments, but now focuses on commissioning for the literary fiction list.
Stuart Cosgrove, television executive

Stuart Cosgrove is a TV & radio broadcaster and newspaper columnist. He was media editor with the NME and a feature writer for a range of newspapers and magazines and for twenty years he was a television executive for Channel 4. In 2005 he was named Broadcaster of the Year in the Glenfiddich Spirit of Scotland Awards and in 2012 he won numerous awards including a BAFTA and Royal Television Society award for Channel 4’s coverage of the London Paralympics 2012. Stuart presents Scotland’s most popular radio show Off the Ball and lives in Glasgow and London. He has recently completed the award-winning soul music trilogy, Detroit 67, Memphis 68 and Harlem 69.

Gavin Smith, Commissioning Executive, BBC

Gavin Smith has worked in scripted television for most of his career having spent 14 years at The Comedy Unit before moving to the BBC to take up the role of Commissioning Executive for Comedy Drama and Entertainment. In this new role Gavin will be commissioning for the new BBC Scotland channel launching in February 2019 and for local programming on BBC One. His scripted slate includes Still Game, Scot Squad, Two Doors Down, River City and, Clique.

After spells at STV and Yorkshire Television, Gavin joined The Comedy Unit staff and worked as researcher, producer, director, head of development and most recently Creative Director at the Glasgow based indie overseeing the development and production of multiple series on the slate. He has Executive Produced across multiple genres for multiple broadcasters including Sky, Channel 4, Channel 5, BBC Northern Ireland, BBC One, Two & Three, Discovery and Comedy Central.

MORNING BOOKSELLER BRAINS TRUST SESSIONS

Fraser Tanner

Fraser Tanner joined Batch in 2000 from the world of foreign exchange, where he had rolled out an internet trading solution for business-to-business payments through the international banking systems. In developing Batch to improve the flow of information and integration between companies within the book and non-book trade, Fraser has been instrumental in winning industry awards including the Nibbie for the service.

Tom Bostock, Retail Trust

Tom Bostock, Relationship Manager - retailTRUST, will be discussing the FREE and CONFIDENTIAL support services available to the booksellers association group. RetailTRUST improves the lives of the 4.5 million people connected to retail and the related service industries. They are here to help you with a wide range of support, available around the clock.

Alan Staton, Director of Strategy & Communications at The Booksellers Association

Having worked at the BA for 15 years, Alan leads on strategy and policy agendas, working on publisher representation and collaborations, trade partnerships, BA special interest groups and on the consolidation, development and re-focusing of BA campaign work.
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Calum McGhie
Calum McGhie is the Customer Service Manager for Blackwell’s in the heart of the student community of Edinburgh where he is tasked with developing and coaching staff. He has worked in the industry for more years than he cares to remember starting out as a young and naive member of the evening team working at James Thins. He has worked at all levels of bookselling, holding various positions with Thins, Blackwell’s and Edinburgh International Book Festival including buying, events management and shop manager. The highlight of his year (apart from the day job!) is in August when he gets to chair events in the EIBF Children’s Programme.

Rosamund de la Hey, The Mainstreet Trading Company
Rosamund de la Hey was formerly children’s Marketing Director at Bloomsbury Publishing where she worked for over 13yrs. During this time, marketing and promoting many amazing children’s books, including Neil Gaiman’s first book for children, Coraline, she also had the good fortune to work on Harry Potter from launch to the end of the series. In 2008 she and her husband, Bill, launched The Mainstreet Trading Company (Bookshop & Café) in the Scottish Borders village of St Boswells. Happily, this turned out not to be quite as crazy as most assumed and they have since opened a Deli & Home shop in their adjacent barn. The shop has built a loyal customer base and won Children’s Independent Bookseller of the Year (2010) and Independent Bookshop of the Year (2012). Rosamund has been a member of the BA Council since 2011 and was BA President from 2016 to 2018.

Publisher Workshop Sessions
Jo Shaw, Sales Director, Book Discovery & Commerce Solutions Nielsen Book
Jo has worked in the publishing industry for in excess of 15 years and has enjoyed a variety of roles in her career having started out as a media buyer at ITV, and holding subsequent roles for Reed Elsevier & Reuters. This has given her a depth and breadth of knowledge and experience of the entertainment and publishing industry which is refreshing.

Jo joined Nielsen Book in 2009, initially managing Nielsen BookNet clients and responsible for TeleOrdering and EDI services. She was then appointed Sales Director, Nielsen Discovery & Commerce Solutions in January 2016 working with retailers, publishers, distributors and wholesalers and libraries globally. Jo oversees Nielsen Book’s bibliographic data and transaction services encompassing BookData Online, bibliographic data feeds, the publisher Enhanced Service, Book2Look and all Commerce solutions.
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SOCIETY OF AUTHORS IN SCOTLAND SESSION

Caroline Dunford (co-chair SOAIS)

Caroline Dunford is primarily known for her crime novels set between 1910 and 1915, The Euphemia Martins Mysteries. The twelfth of which – A Death at A Gentleman’s Club – is published January 2019. She has also written extensively about William Burke in both prose and a play that did several tours. In 2018 she moved into the 21st Century with her new crime series about Daniel ‘Uneasy’ Truce, an ex-military policeman, discharged from the army with PTSD, and who is now part of a team of experts working for Police Scotland. She is a Teaching Fellow at Edinburgh University and an advocate for mental health and pro-disability rights. She has a background in journalism, psychology and psychotherapy.

Merryn Glover (co-chair SOAIS)

Merryn Glover writes mainly fiction and drama, with stories and plays broadcast on Radio Scotland and Radio 4. Australian by passport, her first novel, A House Called Askival, is set in India, where she grew up, and her second – with her agent – is set in the Highlands where she now lives. In 2019 she is Writer in Residence for The Cairngorms National Park.

STUDENT SESSION

Maria Vassilopoulos

Maria Vassilopoulos is a part-time PhD student at UCL studying the history of the book trade. After beginning her career as a bookseller in Bath, and then transferring to publishing, Maria went on to work at The Bookseller magazine, where she became @jobsinbooks, helping people find their dream roles in the industry. During this time, she became interested in the history of the industry she had continuously worked in, and decided to explore its archives, leading to applying to write a PhD. Maria now works at British Library Publishing managing their trade sales and marketing where she has been for the last two years and is based in London.

SCOTTISH BOOK TRUST SESSION

Philippa Cochrane

Philippa Cochrane is Head of Reading Communities at Scottish Book Trust. She has been with the organisation for 16 years and in that time has also run the schools and the learning teams. Currently she is responsible for the delivery of Book Week Scotland and the annual story campaign and leads the Reading Friends Programme and the Digital Storytellers in Residence programme. Throughout her work at SBT she has worked extensively with Scotland’s booksellers, library services, 3rd sector organisations and a wide range of UK publishers. Philippa takes every possible opportunity to cheerlead for the work of the literature sector and the contributions reading plays for individuals and society. She is excited about working with partners to grow the audience and appetite for books while also growing the understanding of the benefits of reading.
POLITICAL ADDRESS

Nicola Sturgeon, First Minister of Scotland

Nicola Sturgeon is Scotland's First Minister.

Born in Irvine in 1970 and educated at Greenwood Academy, she studied law at the University of Glasgow where she graduated with LLB (Hons) and Diploma in Legal Practice. Before entering the Scottish Parliament as a regional MSP for Glasgow in 1999 she worked as a solicitor in the Drumchapel Law and Money Advice Centre in Glasgow.

She is currently MSP for Glasgow Southside having been, before boundary changes, MSP for Govan between 2007 and 2011.

In government she served as Cabinet Secretary for Health and Wellbeing between May 2007 and September 2012 and then Cabinet Secretary for Infrastructure, Investment and Cities with responsibility for government strategy and the constitution until November 2014. Throughout this period she also served as Deputy First Minister of Scotland.

She became SNP Leader on November 14, 2014 and was sworn in as First Minister on November 20, 2014. She was formally nominated for a second term on May 17, 2016. She lives in Glasgow with her husband Peter Murrell.

Nicola Sturgeon is the first female First Minister and the first female leader of any of the devolved UK administrations.

BRINGING COMMUNITIES TOGETHER THROUGH LITERACY

Sheena Barclay, Managing Director,
Collins Geo & Deputy Managing Director,
Collins Learning, HarperCollins Publishers

Sheena runs the cartographic and geo information division of HarperCollins Publishers, overseeing Collins Geo and Collins Bartholomew Ltd, and is now also Deputy MD of the combined Collins Learning division. Awarded the RSGS Digital Award in 2004 for outstanding achievement in the field of cartography, Sheena has a wealth of experience, working first as an editor, then Cartographic and Technical Director before being promoted to run the cartographic business within HarperCollins in 2008.

Katie Fulford, Special Projects Director,
HarperCollins Publishers

Katie Fulford has worked at HarperCollins for over 20 years in a variety of roles including Group Rights Director, Children's Managing Director and Collins Managing Director. She currently is Special Projects Director and works on various projects including running The Literacy Project for HarperCollins. She has also been on the World Book Day Executive committee and a trustee of BTBS, The Book Trade Charity.

Ben Hurd, Trade Marketing Director,
HarperCollins Publishers

Ben Hurd is Trade Marketing Director for HarperCollins, working across a range of projects to introduce HarperCollins books and authors to the trade audience. Ben's projects include HarperCollins' IndieThinking programme, which aims to strengthen the publisher’s relationships with independent booksellers. As part of this programme he recently launched the HarperCollins Literacy Project Grants for Independent Booksellers.
Ruth Howells, Head of Communications, The Publishers Association Limited

Ruth joined the Publishers Association at the end of 2017 as Head of Communications and leads on all aspects of its communications work, including campaigns focused on literacy, inclusivity and the value of publishing. Prior to working in the publishing sector, she worked in the central communications and marketing team at UCL (University College London) for 10 years in different roles, including as Head of Media Relations. She has also worked in NHS communications roles and as a journalist.

CLOSING KEYNOTE

Gina Miller – Canongate author, business woman and transparency activist

Bloomberg described Gina Miller as an ‘Establishment Wrecking Ball’ but her drive for transparency, scrutiny and integrity is about reform, not wrecking. Her expertise and areas of work cover investments, charities, democracy and political processes; as well as social justice.

Post the financial crisis, Gina and her husband Alan founded SCM Direct as a modern disruptive digital wealth manager centred on 100% transparency, low cost and putting clients first.

In 2012 Gina co-launched the True and Fair Campaign, calling for an end to rip offs and dubious practices in the UK investment and pension industry. Gina’s campaigning has resulted in contributions to three EU Directives – MiFID II, PRIIPS and The Shareholder Directive.

In 2016, Gina successfully challenged the Government over its authority to implement Brexit, winning in both the High Court and Supreme Court in what is hailed as the most important British constitutional case for 200 years. Gina continues a ‘democracy and legality’ watching brief of the UK Government’s activities as Brexit is progressed.

At the end of August 2018, Gina published her first book ‘Rise: Life Lessons in Speaking Out, Standing Tall & Leading the Way’

Gina has been awarded the following accolades:
- Global Ambassador for Peace
- Honorary Doctorate of Law
- Harper’s Bazaar – Campaigner of the Year 2018
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Freelance and consultancy services in all aspects of book publishing.

**JC Consultancy**  
T: 01324 840451  
E: janetecurrieconsultancy@gmail.com  
W: www.janetecurrieconsultancy.co.uk  
Janette Currie offers a full range of literary consultancy and creative services.

**REPRESENTATION**

**Association for Scottish Literary Agents**  
E: judy_moir@blueyonder.co.uk  

**Booksellers Association, The**  
W: www.booksellers.org.uk  
The Booksellers Association represents and promotes retail bookselling in the UK and Ireland and encourages best practice and excellence. Their membership ranges from bookselling chains like Waterstone’s and Blackwells, to supermarkets, academic booksellers, wholesalers, school and library suppliers, Christian and children’s bookshops and over 1100 independent bookshops.

**Society of Authors in Scotland**  
E: lin@lin-anderson.com (Lin Anderson, Chair)  
W: www.societyofauthors.org/society-authors-scotland  
Founded to represent, assist and protect writers in Scotland.

**OTHER SERVICES**

**Belle Media**  
T: 07850 896775  
E: richard@bellemedia.co.uk  
W: www.bellemedia.co.uk  
Digital media company with ongoing publishing projects, communications & marketing experience.

**Nielsen Book**  
T: 01463 712 300  
E: isbn.agency@nielsen.com or pubhelp.book@nielsen.com  
W: www.nielsenbook.co.uk  
Publishing data services. The Nielsen Book Registration Agency provides a range of standard identifiers to English-language publishers for use in the international supply chain.

**Miriam Rune PR**  
T: 07740 339628  
E: mim@miriamrune.co.uk  
W: miriamrune.co.uk  
Writer and freelance public relations professional.

**Martins the Printers**  
T: 01289 306006  
E: david@martins-the-printers.com  
W: www.martins-the-printers.com  
Martins the Printers is an independent family-owned book printers with a history dating back to 1892. They print in full colour or black and white both on litho utilising CTP or on the latest digital presses. All binding and finishing is performed on site.

**Rowan Tree Publishing**  
T: 07903 957471  
E: contact@rowantreepublishing.co.uk  
Books for children (and sometimes grown ups) with a Scottish connection or theme.

**Scottish Library and Information Council**  
T: 0141 202 2999  
E: info@scottishlibraries.org  
W: www.scottishlibraries.org  
Supporting the role of library services, including public libraries, school libraries and further and higher education libraries, in the social and economic development of Scotland’s communities.
Set up by publishers in 1974, **Publishing Scotland** is the national agency for the publishing sector in Scotland. A membership organisation and trade body, it was created to strengthen the sector, raise the profile of publishers and enable publishers and others working in the industry to be as active, creative and skilled as possible, in order to build capacity for the future.

OUR SERVICES INCLUDE:

- Book fair organisation – Frankfurt, London and Bologna
- International Fellowship Programme now in its 5th year
- Annual book trade conference with the Booksellers Association
- Training courses and information provision
- Accelerate programme for newly established publishers
- Funding – Go-See, Translation Fund
- Partnership with the Edinburgh International Book Festival book shops
- Trade liaison and events with key industry representatives, libraries and television companies
- Marketing and publicity initiatives and support
- Rights catalogues – **New Books Scotland** catalogue
- **BooksfromScotland.com** – Issues, editorials, profiles and articles on Scottish books, publishers and authors
- Distribution via our sister company, BookSource
- Lobbying government, awareness raising, campaigning and representing the sector in Scotland
- International Development Programme, new for 2019
- Partnership with Creative Scotland and the Edinburgh International Book Festival on new Scottish Books International post

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**THE BOOKSELLERS ASSOCIATION (BA)**

The **Booksellers Association** is a membership organization for all booksellers in the UK and Ireland, and we represent over 95% of specialist booksellers selling new books.

The BA exists to support, advise and work with its members to create excellent products for booksellers. These range from National Book Tokens, our gift card which prompts increased footfall and keeps gift spending in the book trade, and Batch, our award-winning payments service, which saves time, money and hassle when settling invoices and organising returns, to a full range of money-saving affinity deals, a free Business Support Helpline and a whole range of tailored events, marketing and promotional campaign work, including Books Are My Bag, Indie Bound, World Book Day, the Christmas Books catalogue and Independent Bookshop Week.