NICOLA STURGEON, GINA MILLER AND JAMES DAUNT TO SPEAK AT ANNUAL SCOTTISH BOOK TRADE CONFERENCE 2019

• Nielsen, Harper Collins and BBC Scotland contributions
• Sessions to cover green bookselling, key retail market trends and audience diversity

London, 5 February 2019: The Booksellers Association (BA) and Publishing Scotland have today announced the full line-up of speakers for the Annual Scottish Book Trade Conference 2019.

The conference will take place at Surgeon’s Quarter in Edinburgh on Tuesday 26 February 2019, and will be chaired by Jenny Brown, of Jenny Brown Associates.

Speakers include First Minister Nicola Sturgeon, author and activist Gina Miller and Waterstones Managing Director James Daunt.

Key topics discussed at the conference will include retail market trends for the past year (Nielsen Book UK), reaching diverse audiences (Harper Collins) and publishing from page to screen (BBC Scotland and Stuart Cosgrove of Channel 4). Other sessions will cover green bookselling, researching archives, and The Retail Trust. There will also be a Fever Pitch session sponsored by Gardners, in which publishers pitch directly to booksellers.

The conference will finish with a drinks reception sponsored by Batch Ltd, with booksellers being treated to an author dinner sponsored by Cornerstone at Contini Canonball restaurant.

Meryl Halls, Managing Director at Booksellers Association said: “We are delighted to be working once again with Publishing Scotland on our annual joint Book Trade Conference; it’s a unique occasion, bringing together the whole Scottish trade, and we know how much booksellers benefit from the time spent together with their bookselling peers, and with the key Scottish publishers. This year’s programme is better than ever, with relevant, punchy and topical sessions, great authors and social events, and outstanding keynote speakers. We know how important collaboration across the industry is, and this event is sure to cement collaboration and partnerships for the coming year.”

Marion Sinclair, Chief Executive of Publishing Scotland said: “This is the main event for us to bring booksellers and publishers together during the year. More than ever, we see the need for a united front on the importance of books and ideas in our lives and society. The line-up of speakers reflects the need for increased cultural activism, as well as for running sound, sustainable businesses.”

The Annual Scottish Book Trade Conference is a key date in the book trade calendar, attracting booksellers and publishers from across the UK. Gardners is once again sponsoring booksellers to attend this annual event for free. The programme is also sponsored and supported by Batch, Ingram, Bertrams, Nielsen, and PLS.

The full programmes and booking form can be found here (Booksellers) and here (Publishers and others)

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Notes to Editors

About The Booksellers Association (BA)

The Booksellers Association is a membership organization for all booksellers in the UK & Ireland. It represents 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, a gift card which drives footfall and keeps gift spending in the book trade; Batch, the award-winning payments service, which saves time, money and hassle when settling invoices and organising returns; a full range of money-saving affinity deals; a free Business Support Helpline; and a whole range of tailored promotional campaign work, including Bookshop Day, Books Are My Bag Readers Awards, World Book Day, the Christmas Books catalogue and Independent Bookshop Week.

About Publishing Scotland (PS)

http://www.publishingscotland.org/

Publishing Scotland is the network, trade and development body for the book publishing sector in Scotland. Established in 1974, it is a membership organisation with two categories of membership, publisher and the wider network. Its activities include training, an International Publishing Fellowship, book fairs, funding programmes, marketing, events, trade liaison and infrastructure projects. Its subsidiary, BookSource, warehouses and distributes for over 90 publishers.