Scottish Book Trade Conference

Central Hall
Edinburgh
Thursday
18 May 2023
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Welcome
From Marion Sinclair and Meryl Halls

Introduction

On behalf of everyone at Publishing Scotland and the Booksellers Association, we are delighted to welcome all our delegates and visitors to our 2023 Annual Scottish Book Trade Conference. And also thank you to those joining us virtually as well; it’s vital to have this great mix of industry professionals gathered together for the day.

This is a time of uncertainty, with rising costs threatening to compromise much-needed business for publishers and booksellers, and that, set against a backdrop of fragile consumer confidence, international uncertainty and domestic library closures, is extremely concerning – but there is also much to be celebrated: book sales have largely held up over the past few years; the number of independent bookshops has increased year upon year in the UK, and new channels such as TikTok are revitalising reading in traditionally hard-to-reach demographics.

Our Annual Conference in Edinburgh takes place at an important moment for the book sector, as it prepares to plan, develop and deliver great books and content to audiences in Scotland, the UK and all over the world, as well as to our local communities, schools, and universities.

Once again this year, it’s fantastic to be gathering to discuss and debate the challenges we are facing and to map out strategies and solutions to address those challenges. During the conference, attendees will hear from leaders and influencers who will address the key issues our industry faces and offer insights and opinions to the audience. As well as taking part in the key conference sessions, panels and forums, attendees at the Conference 2023 will be able to network with key decision-makers and peers from publishers, bookshops, agencies, printers, book organisations, universities and institutions, as well as hearing from writers, at this flagship event for the book trade.

Many thanks are due to all the speakers, sponsors, and exhibitors for their support in staging this year’s event. Thanks as ever to our main funders, Creative Scotland.

Please make sure that you take the opportunity to discuss, debate, collaborate, make new connections and renew existing ones to make the most of your time here. We are delighted to welcome you to Edinburgh and virtually and wish you all a very successful conference.

Marion Sinclair, CEO
Publishing Scotland

Meryl Halls, Managing Director
The Booksellers Association
Morning

Join in using #scotbookconf

09:00  Pitching for publishers and booksellers sponsored by Waterstones

09:30  Arrival and refreshments sponsored by Nielsen BookData

10:15  Conference opens – welcomes

10:25  Books and Consumers Session
       Steve Bohme, UK Research Director, Nielsen BookData

11:10  First Keynote
       Robin Ince, author, broadcaster, bibliomaniac
       Sponsored by Gardners

11:40  Morning tea sponsored by Above the Treeline

12:10  Edinburgh Bookselling Champs: A Collaboration Success Story
       Chaired by Tom Tivnan (The Bookseller) with Marie Moser (The Edinburgh Bookshop), Jim Taylor (The Lighthouse Bookshop), Adam Barclay (Argonaut Books), Duncan Furness (Toppings Edinburgh) and David McCormack (Waterstones)

12:45  Second Keynote
       Tim Whiting, Managing Director, Bonnier Books UK
       Sponsored by Askews

13:15  Lunch sponsored by Ingram
Afternoon
Wi-Fi: Central Hall / centralhall1901

14:15 Separate publisher and bookseller sessions

For publishers: Digital diligence: What’s the ‘state of play’? Where to spend our time? Rachel May Quin, Marketing Consultant

For booksellers: Safe Harbour: Making Your Bookshop a Destination with Sarah Frame (The Book Nook), Rebecca Wall (Night Owl Books) and Charlotte Billinghurst (181 Delicatessen)

15:00 Let’s Debate: The Value of Books chaired by Katy Lockwood-Holmes (Floris Books) with Lewis Dawson (Bookspeed), Sally Pattle (Far from the Madding Crowd), Mary Paulson-Ellis (Society of Authors in Scotland) and Kevin Duffy (Bluemoose Books)

15:45 Afternoon Tea sponsored by BatchLine

16:15 Sustainability in Action
A conversation with Kate Chambers (Environmental Social and Governance consultant) and Rob Lovell (publisher, Scottish Mountaineering Press)

16:45 A Focus on Children’s Publishing
Screening of a specially commissioned film followed by discussion with Dr Melanie Ramdarshan Bold (Programme Leader in Children’s Literature, University of Glasgow), Alan Windram (Little Door Books) and Eleanor Collins (Floris Books)

17:30 Conference Ends – Chair’s notes and close

17:30–19.00 Drinks Reception sponsored by Publishers’ Licensing Services Ltd

Overall bookseller sponsorship for BA members from National Book Tokens

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*Website:* [www.edelweiss.plus](http://www.edelweiss.plus)

**Askews**
Askews is a UK-based, long established and respected book supplier in the Scottish Adult and Children’s public library sector. We are a route to market through the Scotland Excel Framework agreement and have the largest stock selection service across the UK.

*Website:* [www.askewsandholts.com](http://www.askewsandholts.com)

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*Website:* [www.batch.co.uk](http://www.batch.co.uk)

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- Research shows that National Book Tokens deliver incremental sales, with on average 50% of customers adding cash to the Book Token value for a purchase
- National Book Tokens is managed for booksellers, so the business is structured to ensure that it delivers maximum profit, whilst minimising management time
- National Book Tokens are supported by national marketing campaigns throughout the year and bookshops are supplied with free PoS to raise in-store awareness

**Website:** www.nationalbooktokens.com

**Nielsen BookData**
Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. We are responsible for the ISBN and SAN Agencies in the UK & Ireland as well as providing search and discovery services for booksellers and libraries around the world. Our Research services provide retail sales analysis for print books in 12 countries alongside research from our Books and Consumers Survey. For publishers we offer a range of services from assigning an ISBN to your book to adding your metadata to our database and promotional tools to help market your book.

**Website:** www.nielsenbook.co.uk

**Publishers’ Licensing Services (PLS)**
Since its establishment in 1981, Publishers’ Licensing Services (PLS) has provided rights management services to the publishing industry. PLS’ primary remit is to oversee collective licensing in the UK for book, journal, magazine and website copying. In addition, it also provides a range of rights management services, including the award-winning PLSclear permissions clearance service.

**Website:** www.pls.org.uk

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**Website:** www.tempusime.com

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**Website:** www.waterstones.com
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Speaker Biographies

Learn more about our speakers below.

Conference Chair

Jenny Brown
Jenny Brown established Jenny Brown Associates literary agency in 2002. The Edinburgh-based agency represents over 100 writers and illustrators, many of whom are Scottish-based. 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 was shortlisted in 2014 and 2020 for Agent of the Year Award. She was made an Honorary Fellow of the Royal Society of Literature in 2021.

Books and Consumers Session

Steve Bohme
Steve has managed the Books and Consumers survey since 1997, as well as a wide variety of research projects relating to reading and book-buying habits. Steve joined Nielsen BookData in 2013 when it acquired the Business Intelligence division from Bowker, holding similar roles at Bowker Market Research and, prior to that, BML. When not delving into the book buying behaviour of readers, Steve enjoys exploring the landscape and nature around his home in the Peak District.

First Keynote

Robin Ince
Robin Ince is many things. A comedian, an author, a broadcaster, a bibliomaniac and a populariser of scientific ideas. The Guardian once declared him a ‘becardiganed polymath’ which seems about right.

He is probably best known as the co-host of the Sony Gold Award winning BBC Radio 4 series The Infinite Monkey Cage with Professor Brian Cox and co-creator of The Cosmic Shambles Network. His latest book Bibliomaniac: An Obsessive’s Tour of the Bookshops of Britain is Robin’s love letter to books and independent bookshops. In 2022 he was awarded the Booksellers Association Author of the Year award.
Speaker Biographies
Learn more about our speakers below.

Edinburgh Bookselling Champs

**Tom Tivnan (chair)**  
Tom Tivnan is managing editor of *The Bookseller* where he heads up the trade magazine’s book data and features department. In addition to *The Bookseller*, has written widely on the book trade for a variety of outlets including the *Independent*, the *Guardian*, the *Times Literary Supplement* and the BBC. Before joining *The Bookseller* in 2007, he worked as a bookseller for James Thin (later Blackwell’s) in Edinburgh and Barnes & Noble in the US. He wrote the text for *Tattooed by the Family Business* (Pavilion) and his debut novel is *The Esquimaux* (Silvertail).

**Marie Moser**  
Marie Moser took over *The Edinburgh Bookshop* in 2012, bringing with her twenty years of experience in retail sales and marketing. Over the last decade the bookshop has grown in both size and reputation, developing a particular expertise in children’s books. The Edinburgh Bookshop has won many awards in the last decade, and is a five-times winner of Scottish Bookshop of the Year.

**Duncan Furness**  
Originally from the industrial West Riding of Yorkshire, like all future booksellers I read constantly as a child. After moving to Scotland for university, I was stunned to discover the Waterstones bookshop at the West End of George St, Edinburgh, in the late Eighties. I subsequently worked there and elsewhere for Waterstones for many years, interspersed with a joyous few years with Ottakar’s. I am now Senior Managing Bookseller at Topping and Company, Edinburgh, still reading, still talking about books to all and sundry, just with much less hair than previously...

**Jim Taylor**  
Jim Taylor has worked in bookselling for nearly 20 years, and is currently shop manager at Lighthouse Books, Edinburgh’s radical bookshop. He enjoys reading politics books, music books, comic books and weird fiction. In his spare time he writes, plays music and makes ill-advised posts on social media.
Speaker Biographies

Learn more about our speakers below.

**Edinburgh Bookselling Champs**

**David McCormack**

David McCormack is a Senior Waterstones Manager for 16 stores in Scotland, covering the Edinburgh, North and Fife stores. This includes Blackwells Aberdeen and Edinburgh’s oldest bookshop, Blackwells Edinburgh on South Bridge. He has worked at Waterstones for over 13 years and has a wealth of bookselling experience, especially across Edinburgh, based out of the Waterstones Princes Street bookshop. In his bookselling career, David has been a judge for the Scottish Book Awards and is a passionate supporter of Scottish writing, working closely with Angie Crawford on promoting the Scottish Book of the Month campaign across his stores. David is delighted to be supporting the Edinburgh International Book Festival this year with the Scottish Waterstones senior team.

**Adam Barclay**

Adam has been a bookseller for over ten years, working for Waterstones, Blackwells, and was previously the Booksales Manager for the Edinburgh International Book Festival. He is the Owner/Manager of Leith’s Argonaut Books, Edinburgh’s newest bookshop, which has just celebrated its one-year anniversary!

**Second Keynote**

**Tim Whiting**

Tim Whiting has been a publisher for over 25 years, during which time he has published a large number of thought-leaders and historians such as Sheena Iyengar, Dambisa Moyo, Nik Wachsmann, Sarah Helm, Thomas Friedman, Edward Luce, Dominic Sandbrook, Gillian Tett and Tim Harford. He also published the major international bestsellers *Steve Jobs* by Walter Isaacson and *Fire and Fury* by Michael Wolff.

As managing director of the new trade division at Bonnier Books UK, Tim is leading a team of publishing directors as they launch new imprints (fiction and non-fiction) and grow them, as well as working with the established team at Black & White in Edinburgh to sell their books globally.
Publisher: Digital Diligence

Rachel May Quin
Rachel is a freelance publishing professional with nearly a decade of marketing experience and a passion for books, digital marketing and, most importantly, cats. Rachel began her marketing career working in tech and events, and has two CIM qualifications specialising in digital marketing, giving her an in-depth working knowledge of the digital sphere. Previously in-house at HarperCollins UK developing award-winning fiction marketing campaigns, she now works across genres with clients including Bloomsbury, Canongate, Faber, HarperCollins, Hachette and Penguin Random House. To date, Rachel has won six Book Marketing Society awards for work across a variety of campaigns.

Booksellers: Safe Harbour

Sarah Frame
Sarah, owner of The Book Nook Stewarton, has been passionate about books all her life and opening this book shop is a long-held dream come true. Sarah had many years in business, holding senior level positions in the online learning sector. Sarah opened The Book Nook Stewarton in December 2020. Sarah worked to build on her early customer base, to continue to promote the bookshop on social media and to provide books through online orders and deliveries. The post-Covid re-opening in May 2021 was a success and Sarah pursued her aims of creating a warm, welcoming and relaxing space. The importance of the bookshop to the local community was validated when The Book Nook won the award for ShopAppy’s Favourite Family Business UK 2022.

Rebecca Wall
Rebecca Wall is the founder of Night Owl Books, East Linton. A lifelong bookworm, her first experience of the book trade was a Saturday job at White Rose Books, Thirsk, after which she studied French and Italian at the University of Cambridge. After completing an MA in Art History at the Courtauld Institute, she managed specialist bookshop Thomas Heneage Art Books, St. James’s, from 2012 to 2014, before becoming manager of contemporary art gallery Jonathan Cooper in Chelsea. In early 2020 she moved to East Lothian, and opened Night Owl Books in April 2022 with the aim of creating a space in which visitors could discover new books in person, and connect with others.
Booksellers: Safe Harbour

Charlotte Billinghurst
After 15 years working in outside catering I was offered the opportunity to start a delicatessen in Shaftesbury, Dorset. I loved the buzz and excitement of retail, it gave me a good grounding and the experience to then be offered the position of fresh food buyer at the prestigious Valvona & Crolla. During my 2 years there, I met my husband and now business partner, Mike, who was the assistant manager. Our dream was to run our own delicatessen and after 2 children and a couple of learning experiences along the way, we opened 181 Delicatessen in August 2014. We have since come second in the Independent Food Shop UK Awards and featured in Peter Irvine’s Scotland the Best publication since 2016. More importantly than any award or accolade, we have a wonderful, loyal community of customers whose repeated visits are all the affirmation we need!

Let’s Debate: The Value of Books

Katy Lockwood-Holmes (chair)
Katy Lockwood-Holmes has been Publisher and Chief Executive of Floris Books since 2011. Before that she worked in marketing for Edinburgh University Press, T&T Clark Edinburgh and Continuum in New York. In the last decade she has overseen three-fold growth at Floris, making it Scotland’s largest children’s publisher, and winning the Saltire Society Publisher of the Year in 2016.

Lewis Dawson
Lewis Dawson is the Co-owner and Managing Director of Bookspeed. Lewis started his career at Bookspeed in 2008 initially working in sales, in 2012 he became Commercial Director overseeing a period of significant growth, playing a fundamental role in the expansion of the ‘non-traditional’ book market that is now the company’s main customer base, cementing Bookspeed’s position as the leading supplier to the UK Gift, Visitor and Heritage markets. Lewis has been Managing Director of Bookspeed since November 2017 and is focused on continuing the company’s success as it moves into its fourth decade. Lewis is the son of the founders, Annie Rhodes and Kingsley Dawson, who started the business in 1986.
Let’s Debate: The Value of Books

Sally Pattle
Sally Pattle runs Far From The Madding Crowd, Linlithgow’s award-winning bookshop. It’s a family-owned business (with her mum), and she has worked there since 2012. Initially, Sally worked part-time in the bookshop as she was also working for Birlinn Ltd in the publicity department. Since 2015, Sally has been a full-time bookseller and the shop has gone from strength to strength. Far From The Madding Crowd specialises in Scottish Interest and children’s books and is known for being an indie bookshop with a bit on the side. Sally and the team believe the perfect book exists for everyone.

Mary Paulson-Ellis
Mary Paulson-Ellis is an award-winning novelist writing across the genres of crime, historical and literary fiction. Her debut *The Other Mrs Walker* was a *Times* bestseller and Waterstones Scottish Book of the Year. Mary’s work has featured in the *Guardian* and on BBC Radio 4, and in 2019 Val McDermid selected her as one of ten exciting LGBTQ+ writers working today. Mary is a member of the Society of Authors Scottish Committee and Convenor of the Edinburgh local group. In 2023 she was named Dr Gavin Wallace Fellow by the Edinburgh City of Literature.

Kevin Duffy
Kevin Duffy worked for corporate and independent publishers before setting up Bluemoose Books in 2006 with his wife Hetha. They re-mortgaged their house to publish stories by writers from working-class and diverse backgrounds the mainstream publishers weren’t interested in. Their writers have won national and international literary awards and their books have been translated into 13 languages and sold on every continent. *I Am Not Your Eve* by Edinburgh resident Devika Ponnambalam has recently been shortlisted for the Walter Scott Prize.
Speaker Biographies

Learn more about our speakers below.

**Sustainability in Action**

**Kate Chambers**
Kate works as an ESG Analyst, supporting business with environmental, social and governance reporting and meeting regulation. With a background in Circular Economy Consultancy, Kate helps organisations to better understand their relationship to Resources and Waste Management. She is also a Board Trustee with 2050 Climate Group, a charity which empowers young people in Scotland to take climate action in ways that are meaningful to them.

**Rob Lovell**
Rob Lovell runs the Scottish Mountaineering Press, which aims to educate and inspire those seeking to enjoy the mountains and wild places of Scotland, through publications produced in a sustainable way. With this in mind, Rob began a voyage of discovery to find out what sustainable actually means, and how to go about achieving it. He shares his time between his young family, working at the Press, climbing and mountain biking.
Speaker Biographies
Learn more about our speakers below.

A Focus on Children’s Publishing

Dr Melanie Ramdarshan Bold
Dr Melanie Ramdarshan Bold is a Senior Lecturer at the University of Glasgow, where she teaches and researches children’s and YA literature and book culture. Her research centres on literary sociology – looking at the experiences of readers and authors from socially marginalised groups – and inclusive children’s and YA literature. Melanie’s most recent work has focused on the representation of people of colour, and the experiences of authors and readers of colour. Melanie has published widely on the topic; alongside numerous publications about contemporary book culture. Her book Inclusive Young Adult Fiction was published by Palgrave in 2019. Melanie is on the Advisory Boards for the CLPE Reflecting Realities project, the Pop-up Pathways into Children’s Publishing project, and works with a number of cultural organisations across the UK.

Alan Windram
Alan is the founder and publisher at Little Door Books, an award-winning, family-run children’s publisher based in the Highlands of Scotland, currently specialising in children’s picture books. They work collaboratively with emerging and established authors and illustrators, allowing them to contribute and participate in the creation of high-quality, exciting, quirky and ultimately beautiful children’s books.

Eleanor Collins
Eleanor Collins is an Editorial Director at Floris Books, Scotland’s largest independent publisher for children. She is an experienced editor of quality children’s and adult fiction and non-fiction, and has worked in UK and Australian publishing.
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Twitter: @BAbooksellers
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Website: www.booksellers.org.uk

Publishing Scotland
Established in Edinburgh in 1974, Publishing Scotland is the network, trade and development body for the book publishing sector in Scotland. We are a membership body and a charity, and will be celebrating our 50th anniversary in 2024. We act as the voice and network for publishing, to develop and promote the work of companies, organisations and individuals in the industry, and to co-ordinate joint initiatives and partnership.

Twitter: @publishscotland
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