



## THE BOOKSELLERS ASSOCIATION CONFERENCE

# USEFUL INFORMATION FOR CONFERENCE DELEGATES

### VENUE

Rootes Conference Centre, University of Warwick, Gibbet Hill Road, CV4 7AL

### CAR PARKING AND PERMITS

Complimentary car parking is available for conference delegates in the allocated car parks on campus (7, 8, 8a, 9, 10 and 15).

### IMPORTANT

If you are parking in the campus carparks listed above, or staying in the Conference Park (Bluebell or Arthur Vick) **please ensure you have printed your parking permit before arriving on campus and display this in your windscreen before leaving your vehicle** – to obtain a permit **please complete and submit the online form before you travel.**

<https://carparking.warwick.ac.uk/events/booksellers-forum-conference>

If you are staying at either Radcliffe or Scarman accommodation, then you can use the carparks at each and you will not need a parking permit.

### CONFERENCE REGISTRATION

Registration for the Gardners Tradeshow and the BA Conference opens on Sunday at 12 noon and will be located in the Panorama Bar on the 2nd Floor of the Rootes Building. Please report here on arrival to pick up your conference and tradeshow name badge. The Conference registration will open at 8.45am on Monday morning.

### LOCATION OF EVENTS

All events will take place in the Rootes Conference Centre (**55 on the campus map**) apart from Monday's 'After The Break' session and dinner which will take place at Radcliffe House.

- **The Gardners Tradeshow**  
Learning Grid, Ground Floor
- **Sunday Bookseller Business Session**  
Panorama Suite, 2nd Floor
- **Monday Conference and Fever Pitch**  
Panorama Suite, 2nd Floor
- **Sunday registration**  
Panorama Bar, 2nd Floor
- **Lunch and Refreshments on Sunday and Monday**  
Chancellor's Suite, 2nd Floor
- **Sunday Supper**  
Chancellor's Suite, 2nd Floor

### ACCOMMODATION

For full details including check in times and procedures please refer to the accommodation details sent to you.

#### Radcliffe House:

[www.warwickconferences.com/guests/radcliffe](http://www.warwickconferences.com/guests/radcliffe)  
T: 024 7657 3925

#### Scarman House:

[www.warwickconferences.com/guests/scarman](http://www.warwickconferences.com/guests/scarman)  
T: 024 7657 3925

### Conference Park (Bluebell and Arthur Vick):

[www.warwickconferences.com/guests/enconference-park](http://www.warwickconferences.com/guests/enconference-park)  
T: 024 7652 8910

### WIRELESS INTERNET

#### WiFi access across campus:

To connect your device to the **Warwick Guest** WiFi network.

- If the Warwick Guest gateway page does not open automatically then open a browser such as Internet Explorer, Chrome or Safari and you should be redirected.
- If you are not yet registered use **Click Here** to create a new account and then **Attending a Conference** Fill in your details and you will be sent a password by text.
- If you have any problems connecting then please speak to any member of the team.

### CONTACT DETAILS

**Conference Centre Reception:**  
44 (0) 24 7652 8910

**Conference Organiser:**  
07931 800 515



**@BABooksellers #BA16**

## THANK YOU TO ALL OUR SPONSORS AND SUPPORTERS

- **Gardners** for sponsoring BA members to attend the conference for free.
- **The Independent Alliance** and **GBS** for sponsoring the Sunday dinner for all delegates
- **HarperCollins** for sponsoring the author breakfast
- **Michael Joseph** for sponsoring the Monday author dinner
- **Batch Ltd** for sponsoring the Monday drinks
- **Netgalley** for sponsoring the refreshments
- **All publishers** for their generous goody bag donations and participation in the Fever Pitch
- **The Conference Development Group**
- **Gardners, Nielsen, London Book Fair, Batch, Bertrams, National Book Tokens** and **The Bookseller** for their continued support for the BA event programme, campaigns and the work of the BA and its members.

# THE BA CONFERENCE 2016 BREAKING GOOD PROGRAMME

This year, with new found confidence, we're seeing change and innovation. Bookshops have broken from the twentieth century archetypes and are bringing the high street bookshop to life. This year's conference programme will explore these positive changes and report on a year in the life of bookselling.

## SUNDAY, SEPTEMBER 11<sup>TH</sup>

All the events on Sunday and Monday will take place in Rootes Conference Centre.

**12.00noon Panorama Bar**

**REGISTRATION OPENS FOR BA CONFERENCE AND TRADESHOW**

**12.30pm**

**GARDNERS TRADE SHOW OPENS**

This year's trade show features 50 publisher & trade exhibition stands, guest authors and the launch of Gardners ever-popular 12 Weeks of Christmas promotion!

A buffet lunch will be available in the Chancellor's Suite

**4.30pm**

**GARDNERS TRADE SHOW CLOSES**

**5.00pm – 6.00pm Panorama Suite  
BA CONFERENCE – BREAKING  
THE FOURTH WALL**

In theatre and TV the Fourth Wall is defined as the space that separates the audience from the performers. In this session Faber will take us behind the scenes at the publisher house –from acquisitions to editing and book jacketing and Toby Faber will look at historic hits and misses since his grandfather founded the publisher in 1925 and how the company has retained its independence. (Open to BA Members only)

**7.30pm Chancellor's Suite  
CONFERENCE SUPPER**

(Open to all delegates)

Sponsored by the Independent Alliance with GBS

## MONDAY, SEPTEMBER 12<sup>TH</sup>

**8.20am Chancellor's Suite  
BREAKING BREAD**

(Open to BA Members only)

● Meet the Author Breakfast with Ben Fogle Sponsored by HarperCollins

**9.15am Panorama Suite**

**BREAKING GOOD CONFERENCE  
OPENS: CHAIR WELCOME**

● Cathy Rentzenbrink, Author and Associate Editor – *The Bookseller*.

**9.20am**

**BA PRESIDENT**

● Rosamund de la Hey

**9.30am**

**BREAKING NEWS**

In this Trade Update, the BA's CEO Tim Godfray reports on the BA's work over the last year, World Book Day Director Kirsten Grant unveils plans for World Book Day's 20th anniversary celebrations and Meryl Halls of the BA will present the Books Are My Bag campaign details for 2016.

**9.55am**

**KEYNOTE**

● Cally Poplak, Managing Director, Egmont Publishing Cally will present findings of Egmont's major study 'Print Matters' and offer her views on the future of bookselling and publishing.

**10.25am – 10.50am**

**Chancellor's Suite**

**BREAKING FOR COFFEE**

Sponsored by Netgalley

**10.50am**

**AN INTERVIEW WITH  
JO MALONE MBE**

Cathy interviews the inspirational business woman about her motivations, her thoughts on the future of retail and writing her first book.

**11.30am**

**BREAKING THE MOULD -  
Presentation of Consumer  
Research and BA / IBF Fitness  
Programme findings**

● Jo Henry, Nielsen

**BREAKING THE MOULD -  
Millennial Bookshops**

The 2016 bookshop has no archetype and there is no template for new bookshops.

In the last ten years, hundreds of new bookshops have opened in the UK and Ireland; into the realities of the town centre and wider economies, and the multiplicities of where, how, and for how much books are bought and sold.

In this session we will hear from British Book Industry Awards (BBIA) winners and their thought processes and motivations.

Panellists include:

- Emma Corfield-Walters – Bookish
- Helen Stanton – Forum Books
- Mariana Mouzinho – Blackwell's University Bookshop

**12.30pm**

**BREAKING OUT**

● Group Discussions

**1.15pm – 2.00pm**

**Chancellor's Suite  
LUNCH**

**2.00pm – 4.15pm**

**BREAKING TITLES**

Fever pitch: Publishers will visit booksellers to pitch their 'must have' titles for the Autumn and Spring.

**4.15pm**

**BREAKING UP**

● Closing Remarks

**4.30pm**

**CONFERENCE ENDS**

## AFTER THE BREAK OPTIONAL SEMINAR

*The optional evening for booksellers will take place in the Dining Room at Radcliffe House.*

**5.00pm - 6.00pm**

**AFTER THE BREAK**

A chance to reflect on some of the salient points arising from the Conference and how these might be put into action. There will be an opportunity for booksellers to share the successes (and 'failures') of the previous year.

● Discussions chaired by Cathy Rentzenbrink.

**6.45pm**

**DRINKS RECEPTION**

Sponsored by Batch

**7.30pm**

**AUTHOR DINNER**

● With guest authors including Joel Morris, co-author of the Ladybird Books for adults.

Sponsored by Michael Joseph



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[www.booksellerevents.org.uk/BAConference](http://www.booksellerevents.org.uk/BAConference)