

PROGRAMME

Tuesday 18 April

10.00am - 10.30am

Coffee

10.30am - 11.15am

Effective Window Display

Speaker Jeff Clark (Jeff Clark Art & Design)

Sharing his expertise in creating effective display

11.15am - 12.00pm

Smarter Finance

Speakers Sarah Dennis (Mostly Books and Borzoi Bookshop) and Pauline Giacomelli-Harris (Warwick Books)

Sharing their experience of getting to grips with financial management, including the use of Sage and Quick Books

12.00pm - 1.00pm

So We Opened a Bookshop

Chair Kate Gunning

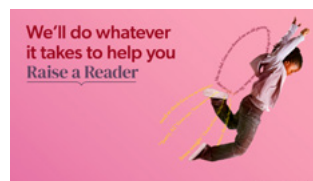
Speakers Alex Call (Berts Books), Stephanie Limb (Dormouse Books) and Tom Rowley (Backstory)

A panel of booksellers who recently opened bookshops talk to the BA's Kate Gunning about their experiences. In discussion with the audience the session will reveal fresh perspectives and new approaches to the business of bookselling

1.00pm - 2.15pm

Lunch Introducing Raise a Reader

Kindly Sponsored by Oxford University Press



2.15pm - 3.15pm

Book Events - Back on the Road

Chair Hazel Broadfoot

Speakers Najma Finlay (Penguin Random House), David Coates (Blackwells) and Carrie Morris (Booka)

Industry panel looking at practical ways to run a successful events calendar in a post-lockdown world

3.15pm - 4.00pm

Working Smarter

Speaker Carl Reader

Business and Life Coach, Carl Reader, will talk about improving work-life balance to improve productivity and unlock creativity

4.00pm - 4.30pm

Tea

4.30pm - 6.00pm

Booksellers Association AGM



THE
LONDON
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18-20 April

Stand 4D01

Theatre location:
The Olympia Room



PROGRAMME

Wednesday 19 April

9.30am – 10.45am

BA Adult Publisher Pitches

- Pan Macmillan ■ HarperCollins
- Independent Alliance ■ DK Books
- Thames & Hudson

10.45am – 11.00am

Coffee

11.00am – 12.30pm

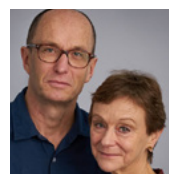
BA Adult Publisher Pitches continue

- Hachette ■ Turnaround
- Inpress ■ Penguin Random House
- Bloomsbury ■ Simon & Schuster

12.30pm – 1.30pm

Lunch Introducing Nicci French

Kindly Sponsored by Simon & Schuster



1.30pm – 2.30pm

IPG Pitches

- Allison & Busby ■ Birlinn
- Firefly Press ■ Harriman House
- Hurst Publishers ■ McNidder & Grace
- Neem Tree Press ■ Palazzo Editions
- Pitch Publishing ■ Pluto Press
- Moonflower Books ■ Noodle Juice

2.30pm – 2.45pm

Tea

3.00pm – 5.00pm

Publishers Association Children's Pitches

- Cicada Books ■ HarperCollins
- Farshore ■ Scallywag Press
- Bloomsbury ■ B small publishing
- Andersen Press ■ Simon & Schuster
- Guppy Books ■ Hachette
- Magic Cat Publishing ■ Faber & Faber
- Bonnier Books ■ Wacky Bee Books
- Penguin Random House Children's
- Sweet Cherry Publishing ■ Old Barn Books
- Nosy Crow ■ Knights Of
- Walker Books ■ Oxford University Press
- Macmillan ■ Scribe



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