



THE  
LONDON  
BOOK  
FAIR®

12-14 March

Stand 4D01

Theatre location:  
The Olympia Room



# PROGRAMME

**Tuesday 12 March**

**10.00am - 1.00pm**  
**BA Learning Live #1**

**10.30am - 11.30am**

**Panel Session 1**

**So We Opened a Bookshop**

Chaired by the BA's Kate Gunning, a panel of established booksellers will talk about the evolution of bookselling in the time they have been trading, the innovations they have seen and the experiences they can share

With Katie Clapham, Storytellersinc; Tim Morris, Booka; Sheryl Shurville, Chorleywood and Gerrards Cross bookshops

**11.30am - 12.15pm**

**Presentation 1**

**BAaseline - Checking the Health of Your Bookshop**

Sasha Drennan of Lindum Books, Lincoln will look at what can be learned from BAaseline; from preparing the information, mentorship to help with the process to the key take-outs for her business

**12.15pm - 1.00pm**

**Presentation 2**

**The Economics of Events**

Nic Bottomley of Mr B's will look at events in their wider economic context; the place of bookshop events within the industry and the pure financials of individual events using the Profit & Loss calculator Nic has created for BA Learning

**1.00pm - 2.15pm**

**Lunch**

**2.15pm - 4.00pm**

**Publisher Pitches #1**

- Hachette
- Turnaround
- Gemini
- Macmillan
- Inpress
- Compass
- Simon & Schuster

**4.00pm**

**Tea & Coffee Break**

**4.30pm**

**BA Update & Members Forum**



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## Wednesday 13 March

9.30am – 11.15am  
**BA Learning Live #2**

9.30am – 10.30am

**Panel Session**

**Wide Horizons – Community Engagement in a Wider Setting**

Chaired by the Jhalak Prize's Jamilah Ahmed, this panel discussion will look at the ways that independent booksellers successfully engage both within and beyond their immediate communities; physically, emotionally and culturally

With Sarah Dennis, Mostly Books; Meera Ghanshamdas, Round Table Books; Nick & Mel Webb, The Rabbit Hole

10.30am – 11.15am

**Presentation 3**

**Returns – Minimising Your Costs, Maximising Your Efficiency**

Matt Taylor, Chepstow Books, will look at buying efficiency to reduce potential returns and the most efficient ways to deal with returns

11.15am – 11.30am

**Tea & Coffee Break**

11.30am – 12.30pm

**Publisher Pitches #2**

- PRH
- Thames & Hudson
- Bradt
- Publishing Scotland
- Graffeg
- DK

12.30pm – 1.30pm

**Lunch, Sponsored by OUP**

1.30pm – 2.35pm

**Publisher Pitches #3**

- HarperCollins
- Indie Alliance
- Fairlight
- Bloomsbury
- Bonnier

2.35pm – 3.00pm

**Tea & Coffee Break**

3.00pm – 5.00pm

**PA Children's Publisher Pitches**