



10-12 APRIL 2018
OLYMPIA, LONDON
TAKING WORDS FURTHER
CONTENT ACROSS MEDIA

The BA@The London Book Fair

Olympia, London – 10-12 April – The BA High Street Theatre (Stand 4B40)

Tuesday 10th April

10.30 – 3.30pm: Publisher Pitches (booking essential)

Lunch & refreshments provided for participating publishers and booksellers)

To book your place contact sharon.benton@booksellers.org.uk

4.30-5.30pm: The BA AGM (open to all BA members)

RSVP maggie.kay@booksellers.org.uk

6.00 – 6.45pm: The London Book Fair Awards Ceremony and Drinks

Venue: Olympia Conference Centre – Hammersmith Road Entrance

All **BA members** are invited to the ceremony and drinks. RSVP naomi.gane@booksellers.org.uk

6.45 – 8.30pm: BOOKSELLER PARTY - The Crown & Sceptre Pub

RSVP naomi.gane@booksellers.org.uk

Wednesday 11th April

10.00: 11.00am: Seminar: Community Engagement & Social Enterprise

This session will explore community engagement, creating new readers and writers, reaching new audiences, and aims to inspire booksellers to create their own inclusive projects, and to partner with other new initiatives in the market

Speakers:

Tamara Macfarlane, Tales on Moon Lane Bookshop | Julia Kingsford, The Good Journal & The Good Agency | Ulli Lenart, Gay's The Word

(No booking necessary)

11.30 – 12.30: Seminar: The Three Ages of Bookselling

Booksellers will share their knowledge, experiences, and lessons learnt from three very different stages of life as a bookseller.

Speakers: Tim & Carrie Morris, Booka | Ron Johns, Mabecron Books | Aimee Madill, Phlox Books

(No booking necessary)

1.00pm – 3.00pm: BA PPC Speed-dating (booking essential)

A great opportunity for booksellers to meet with publicists in pre-arranged appointments to share information about new titles, authors and potential events:

To book your place contact naomi.gane@booksellers.org.uk

3.30pm – 5.30pm: Children's Publishers Presentations

In conjunction with the **Publishers Association Children's Book Group**, this session brings you the best in forthcoming children's titles: To book your place contact Eliza Kavanagh: EKavanagh@publishers.org.uk

BA Event programme is sponsored & supported by

