



IRISH BOOK TRADE CONFERENCE

2019



PUBLISHING IRELAND
FOILSIÚ ÉIREANN

#irishbookconf

Provisional Conference Programme

Friday 8 March 2019 | Maldron Hotel, Dublin Airport

Joint Chairs: John Keane, Bookselling Ireland and Ivan O'Brien, Publishing Ireland

- 9.00am - 9.30am **Conference Registration & Coffee**
- 9.30am - 9.35am **Conference Opens - Welcome from Joint Chairs**
- 9.35am - 10.10am **Update from the BA, Bookselling Ireland and Publishing Ireland**
- 10.10am - 10.45am **Keynote Address**
Margaret Heffernan; business woman, TED talker and author of *Willful Blindness*
Sponsored by Simon & Schuster
- 10.45am - 11.15am **Nielsen Bookscan Irish Consumer Market Report**
- 11.15am - 11.45am **Coffee Break**
- 11.45am - 12.30pm **Break out Session #1 - Effective Window Display**
- Booksellers:**
Bookshop Display – Adam & Wendy, Hewson Books
This session will explore the art of effective window and in-store displays, sharing Wendy's flair from her John Lewis experience coupled with Adam's bookselling expertise
Bookshop Mentoring – Sheila O'Reilly
In 2017 the BA launched the Unwin Charitable Trust Mentoring Scheme. Sheila O'Reilly, former bookseller and owner of Dulwich Books, will talk about benefits of mentoring for booksellers and we'll hear from mentees about their experiences
Each 40-minute session runs concurrently with bookseller delegates choosing which to attend
- Publishers:**
Building a Publishing Brand – Ciara Doorley, Hachette Ireland, Michael Harding & Patricia Deevy, Penguin Ireland, Nicki Howard, Gill Books
Building a publishing brand is the holy grail for publishers: in an industry filled with new voices and trends, it can be a comfort to have at least one or two 'bankables' on a list. Booksellers have a track record, there is sales data on which to base decisions. However, with a good sales track record, pressure builds for higher advances. Is a publishing brand actually the most profitable thing on a publisher's list? And how do publishers keep the offering fresh? Ciara Doorley of Hachette Ireland will talk about Michael Harding, Ivan O'Brien will talk about Judi Curtin and Nicki Howard of Gill Books will talk about Neven Maguire

The Irish BA programme of events 2019 is supported by:

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Provisional Conference Programme | Continued

- 12.30pm – 1.00pm **Fever Pitch**
- 1.00pm – 1.15pm **Adele Parks**
- 1.15pm – 2.15pm **Conference Lunch**
- 2.15pm – 2.45pm **An Economic and Political update – Jim Power**
Includes: Impact of and reaction to 2018 report, Political Engagement. Personal Economic Forecasts. The implications of Brexit for Irish booksellers, publishers and the economy
- 2.45pm – 3.30pm **Breakout Session #2**
Booksellers:
Selling Non-Book Product – Cian Byrne, Maynooth University Bookshop
 How do you complement your core business with non-book items?
 Cian will share how bookshops can experiment with non book products to diversify
Dyslexia-Friendly Bookselling – Lorraine Levis, Dubray Blackrock
 Lorraine will discuss how to curate dyslexia friendly books in the bookshop and break barriers to reading and book-buying
 Two 20-minute sessions run consecutively with bookseller delegates attending both sessions
- 2.45pm – 3.30pm **Breakout Session #2**
Publishers:
Cover Design: the successes and failures – We know that customers do judge a book by its cover. And it's not always easy to get it right. Publishers, designers and booksellers discuss the good the bad and the ugly
- 3.30pm – 4.00pm **Coffee Break**
- 4.00pm – 4.45pm **Business 'State of the Nation'**
 Bobby Kerr
- 4.45pm – 5.00pm **Closing Remarks**
 John Keane – Ivan O' Brien
- 5.00pm – 5.20pm **Publishing Ireland AGM/Bookselling Ireland AGM (BA Members Only)**

Evening Programme

- 7.00pm – 7.30pm **Drinks Reception**
- 7.30pm – till late **Dinner & Disco**
 Guest Speaker: Colm O'Regan

Click on the bar below for more information:

www.booksellerevents.org.uk/Event-Diary/IrishBookConference2019.aspx



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