



Scottish BOOK TRADE CONFERENCE



Publishing
Scotland

Foillseachadh Alba

2018

Provisional Bookseller Programme

Thursday 22 February 2018 | Central Hall, Edinburgh

Conference Chair: Jenny Brown

- 09.00 **Registration and refreshments** Sponsored by Batch
- 09.30 **Welcome from Publishing Scotland, the Booksellers Association and Conference Chair**
- 09.40 **Keynote Speech** Sponsored by Bertrams
Sally Magnusson – writer and broadcaster
- 10.15 **The Key Retail Market Trends 2016/17**
Steve Bohme, UK Research Director, Nielsen Book
- 11.00 **Refreshments** Sponsored by Nielsen
- 11.20 **Booksellers Brains Trust**
Booksellers will be able to join conversations on all the following topics:
1. Running a Big Book Promotion – Helen Stanton, Forum Books
 2. Working With Community Partners to Create Events – Mairi Oliver, Lighthouse
 3. Using Instagram Effectively for Bookshops – Julie Danskin, Golden Hare
 4. Everything you ever wanted to know about Batch – Fraser Tanner, Batch Ltd
- 13.00 **Lunch** Sponsored by Bertram Books
- 14.00 **Trade and Marketing Question Time Panel – The Next Big Idea**
Chaired by Jenny Niven
- 14.45 **Fever Pitch** – publishers pitching to booksellers (pre-booked slots) Sponsored by Gardners
- 15.45 **Refreshments** Sponsored by Publisher Licensing Services
- 16.15 **Reaching and Building New Audiences**
How to create and engage new audiences, reflect a diverse community, improve the impact of books and bookselling and make real change
Julia Kingsford, The Good Journal & The Good Agency
Virginie Clarke, Moon Lane Ink CIC and Tales on Moon Lane Children's Bookshop
- 17.00 **Closing Keynote Address: A Life With Books**
Dr Richard Holloway
- 17.30 **Conference ends – drinks** Sponsored by BookBub
- 19.00 **Author Dinner for booksellers** Sponsored by Pan Macmillan