

ANNUAL SCOTTISH BOOK TRADE CONFERENCE 2019

Tuesday 26 February, Surgeons Quarter, Edinburgh

Conference Chair: Jenny Brown, Jenny Brown Associates

09.00: **Registration and refreshments** sponsored by **Nielsen**

09.30: **Welcome** from Publishing Scotland, the Booksellers Association and conference Chair

09.40: **Keynote speech** James Daunt, MD, Waterstones sponsored by **Bertrams**

10.15: **The Key Retail Market Trends 2017/18**

Steve Bohme, UK Research Director, Nielsen Book

11.00: **Morning refreshments** sponsored by **Gardners**

11.20: **Separate sessions for publishers and booksellers**

For publishers

1. Juliet Mabey, co-founder and Publisher of Oneworld Publications – The Challenges and Joys of Independence
2. Gavin Smith, Commissioning Executive for Comedy Drama and Entertainment BBC Scotland and Stuart Cosgrove TV executive and newspaper columnist – discuss the opportunities to move from page to screen

For booksellers - Bookseller Brains Trust

- The Batch App (Fraser Tanner, Batch Ltd)
- The Retail Trust (Tom Bostock, The Retail Trust)
- Green Bookselling (Alan Staton, The BA)
- Building a Team (Calum McGhie, Blackwells)
- The Power of Helpfulness (Roz de la Hey, The Mainstreet Trading Company)
- The Unwin Charitable Trust Mentoring Programme (Sheila O'Reilly)

13.00: **Lunch** sponsored by **Bertrams**

14.00: **Fever Pitch** – publishers pitching to booksellers sponsored by **Gardners**

OR workshop sessions for publishers –

- 1- Society of Authors in Scotland with Merryn Glover & Caroline Dunford– Good stories or high salaries?
- 2- Student session with Maria Vassilopoulos - The Secret History of Books - researching archives in publishing
- 3- Nielsen Book with Jo Shaw - Digital marketing and how the Book2Look widget can be used by both publishers and booksellers to promote themselves on social media
- 4- Scottish Book Trust with Philippa Cochrane – Book Week Scotland and You – how and why to join the Conversation

15.00: **First Minister of Scotland** Nicola Sturgeon

15.45: **Afternoon refreshments** sponsored by **PLS**

16.15: **Bringing Communities Together Through Literacy** - HarperCollins diversity project with Sheena Barclay, Managing Director, Collins Geo and Deputy Managing Director, Collins Learning; Ben Hurd, Trade Marketing Director; and Katie Fulford, Special Projects Director

16.45: **Closing Keynote Address:** Gina Miller, Canongate author, business-woman and transparent activist

17.15: **Conference ends**

Drinks sponsored by **Batch LTD**

Overall conference sponsorship by Ingram