



**BOOKSELLERS
ASSOCIATION
CONFERENCE**

***Gardners*
TRADE SHOW**

22 - 23 September 2024

Leonardo Hotel, Hinckley Island



Thanks to this year's sponsors and supporters

Programme

Please note the programme is provisional and subject to slight change

SUNDAY 22 SEPTEMBER

Gardners trade show

11:00
Trade Show and
Conference Registration
/Check-in Open

11:30
Opening Speech
Nigel Wyman, Gardners

11:35
Guest Speakers

12:05
Lunch

13:30
Trade Show Open

13:15
Author Signings

16:30
Trade Show Closes

16:45
**New Voices Afternoon
Tea**

Sponsored by HarperCollins
Priority booking for booksellers
Limited spaces – first come first serve

18:45
Drinks Reception
Sponsored by National Book Tokens
and Batchline

19:30
Conference Dinner
Sponsored by Independent Alliance.
Priority booking for booksellers

MONDAY 23 SEPTEMBER

Know Your Story, Own Your Story, Tell Your Story

8:15
Author Buffet Breakfast
Sponsored by Bloomsbury
Plenary Sessions

9:15
Conference Opens

9:25
Opening Address
Fleur Sinclair, President,
The Booksellers Association

9:35
**Booksellers
Association Update**
Meryl Halls, Managing Director,
The Booksellers Association

9:45
Opening Keynote
**Telling Your Story:
The Power of
StoryBranding**
with Matt Banker

10:30
Bookshop Stories
Carolynn Bain (Afrori, Brighton) and
D J Johnson (Baldwin & Co, New
Orleans)

11:15
Morning Coffee

11:45
Fever Pitch
Autumn Highlights (adult)
Paris Suite
simultaneously Fever Pitch
Children's Autumn Highlights
Lakeside Suite

13:15
Lunch

14:30
Skills Labs #1

- **The Long-Term Vision:** Booksellers who opened with a specific mission and have become bookshop institutions
- **The Emotional Overdraft:** 10 simple changes for balancing business success and wellbeing
- **Making the most of High Five:** National Book Tokens
- **Gardlink:** Expanding your knowledge and expertise
- **The Mushroom Sculpt Project:** Creating a pop-up bookshop entirely from recycled cardboard
- **Running Successful Book Clubs**

MONDAY 23 SEPTEMBER

Continued...

15:15

Skills Labs #2

- **Solo Working:** Round table discussions sharing experiences
- **Selling audio in your bookshop**
- **Working with Independent Publishers**
- **Managing Your Bookshop with BatchLine**

- **Becoming a B Corp business**

- **The Mindful Bookseller:** Running wellbeing events in your bookshop

16:00

Conference Awards

16:15

Conference Closes

16:20

Afternoon Tea

18:15

Drinks Reception

19:00

Dinner

Tickets & Registration

Please read the following information about available tickets before booking your place online:

BA Member Admission

This option applies to high street bookshops (independents and chains) who are Members of The Booksellers Association. **There is NO Conference fee for BA members** (high street booksellers), thanks to sponsorship from Gardners. The only cost to BA Members attending the conference is the overnight accommodation.

Accommodation can be booked with the hotel directly via the instructions and code sent in the 'bookings opens' email. Please email us at events@booksellers.org.uk if you need the information.

Member admission to the conference entitles you entry to The Trade Show, Conference business sessions, refreshments, both dinners, and refreshments throughout Sunday and Monday. Members are expected to meet only the costs of their own accommodation.

Option 1:

BA Member - Trade Show Only - Free

Option 2:

BA Member - Conference Only - Free

(This ticket includes social events on both days and the conference on Monday)

Option 3:

BA Member - Trade Show and Conference - Free

(This ticket includes all events on both days)

Non Members Admission

Option 4:

Non BA Member - Conference Admission - £195 (plus VAT £234)

Non-Member admission to the conference entitles you entry to the Monday Conference business sessions including refreshments and lunch. Please note, booksellers have priority bookings for social events on Sunday.

Please ensure to book your place by Friday 13 September 2024
for any enquires please contact events@booksellers.org.uk



@thebooksellersassociation



@BABooksellers



booksellerevents.org.uk