



PUBLISHING  
IRELAND

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TRAINING AND DEVELOPMENT.

ESTABLISHED 1970

# Irish Book Trade Conference

# Comhdháil Ghnó Na Leabhar In Éirinn

February/Feabhra 9 - 10

The Tower Hotel, The Mall, The Viking Triangle  
Waterford, X91 VXEO



Booksellers Sponsor



2026 Programme

# VENUE



## Bookshop Visits

Delegates will first visit Dubray in Waterford, before heading to the Book Centre for coffee and an author visit.

## The Tower Hotel

The Mall, The Viking Triangle,  
Waterford, X91 VXEO

[reservations@thw.ie](mailto:reservations@thw.ie)  
+353 51 862300

**Check in:** 4pm

**Check out:** 12pm

### Car Parking

For parking, the hotel has their own hotel carpark to the rear of the hotel (90 spaces) with barrier operated entry and exit points (tickets are validated at Hotel Reception).

When full, the hotel has said that the nearest option is Bolton Street public car park, which is located across the road from the rear of the Hotel and payable 8.30am – 6.30pm Monday - Saturday and free on Sunday and overnight. The hotel has said that this is the best value option locally at €1 per hour and payable by cash, card or online.

### Travel and Public Transport

The Tower Hotel has an enviable riverside location in the Viking Triangle in the city centre, directly opposite Reginald's Tower, where the Mall meets the Quay.

- Train Station: 5 minute drive
- Bus Station: 4 minute drive
- Dublin City: 2 hour drive (158 km)
- Cork City: 2 hour drive (126 km)



For Dublin Airport – [www.dublinairport.com](http://www.dublinairport.com)

For Cork Airport – [www.corkairport.com/destinations-direct-from-cork-airport](http://www.corkairport.com/destinations-direct-from-cork-airport)

The hotel advises that Irish Rail services from Dublin offer best value when booked online ([www.irishrail.ie/en-ie](http://www.irishrail.ie/en-ie)). Waterford Train Station is a comfortable 10 minute walk from the hotel, with taxi services also available at the terminal. Bus Éireann provides frequent and reliable services from Dublin Airport and Dublin Bus Áras Station to Waterford ([www.buseireann.ie](http://www.buseireann.ie)).



@booksellingireland #IrishBookConf26

# Programme

## Monday 9 February

**10.30 Registration opens**  
Ardmore Lounge

**11.00 Bookshop Visits**  
Commence  
Hotel Lobby  
*Sponsored by Pan Macmillan*

**12.30 Delegates return from bookshop visits**

### 12.45 Lunch

Hobson's Restaurant  
Overflow space - Pier 37 Bar & Grill  
*Sponsored by Libro.fm*

### 1.45-3.15 Fever Pitch

*Publisher 3-minute pitches and Exhibitor 30-second pitches*  
Ardmore Suite

### 3.15-5.30 Trade Show

Ardmore Lounge  
*Sponsored by Batch*

**5.30 Bookselling Ireland AGM**  
*(Bookselling Ireland Members Only)*

**6.30 Drinks Reception**  
Pier 37 Bar & Grill  
*Sponsored by Penguin Random House Ireland*

**7.30 Conference Dinner, including the O'Brien Press Bookseller of the Year Award**

Ardmore Suite  
*Dinner sponsored by Penguin Random House Ireland, Hachette Ireland & Bloomsbury*

## Tuesday 10 February

**8.45 Welcome tea & coffee**  
Ardmore Lounge  
*Sponsored by Gardners EU*

**9.15 Chair's introduction**  
Maria Dickenson, chair, Bookselling Ireland  
Ardmore Suite

**9.25 Booksellers Association & National Book Tokens Update**  
Meryl Halls, managing director, Booksellers Association  
Ardmore Suite

**9.45 Publishing Ireland Update**  
Peter McKay, president, Publishing Ireland  
Ardmore Suite

**10.00 Keynote**  
Katriona O'Sullivan, author  
Ardmore Suite

**10.30 Coffee Break**  
Ardmore Lounge  
*Sponsored by Argosy*

**11.00 Innovation Keynote: Tiny Experiments**  
Anne-Laure le Cunff, author, neuroscientist & founder, Ness Labs  
Ardmore Suite

**11.30 Publisher & Bookseller Breakouts**

### Booksellers

**11.30 Innovation Case Studies**  
*Two booksellers from abroad share their most innovative initiatives in a session guaranteed to spark ideas.*

Chrissy Ryan, founder & owner, BookBar, UK  
Pete Mulvihill, co-owner, Green Apple Books, California  
Ardmore Suite

**12.00 Innovation Shout-Outs**  
Ardmore Suite

### Publishers

**11.30-12.15 How to capitalise on growth opportunities through distribution partnerships**  
Darragh Deering, Ingram Content Group

**12.15 Jane Casey, author**  
Ardmore Suite

**12.30 Lunch**  
Hobson's Restaurant  
Overflow space - Pier 37 Bar & Grill  
*Sponsored by HarperCollins Ireland*

### 1.30

**PANEL: Advocacy, activism, action: making the case for making your case**

*From EUDR lobbying to community causes, this panel looks at the commercial, operational and emotional effects of taking a stance.*

Laura McCormack (chair)  
Dawn Behan, Woodbine Books  
Sarah Ambrus, owner, Lioness Books, Texas  
Miriam Fofana, European and International Booksellers Federation  
Ardmore Suite

### 2.20 Market & Trends Report

Sara Mulryan, NielsenIQ BookData, head of retail management, book research  
Ardmore Suite

**2.45 Comms and Campaigns: What the Booksellers Association & Bookselling Ireland can do for you**  
Emma Bradshaw, head of marketing & communications, Booksellers Association  
Ardmore Suite

### 3.00 Mini-break

Ardmore Lounge  
*Sponsored by Ingram Content Group*

### 3.15

### PANEL: Reaching Readers

*In the face of a decline in reading for pleasure, how can the trade reinvigorate readers, reach out to new reading communities, and ensure that bookshops can thrive in a changing market?*

Elaina Ryan, Children's Books Ireland (chair)  
Kat McKenna, marketing consultant  
Mick Finucane, ceo, Chapters Bookstore  
Ciara Doorley, deputy managing director, Hachette Ireland  
Ardmore Suite

### 4.00 Closing remarks

Ardmore Suite

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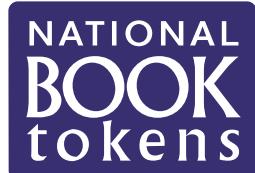
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# Thanks

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