



PUBLISHING
IRELAND

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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 VXE0



Booksellers Sponsor

Delivered by **an post**



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

+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

For Cork Airport – 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). 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).

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
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Thanks

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BLOOMSBURY



Trade Show Exhibitors

- Argosy • Batch • Booksellers Association • Brookside Publishing Services • Cardboutique
- Children's Books Ireland • Dalen Éireann • E-Lam Book Protection • FBD Insurance • Gardners EU • Gill Books
- Grey Pony Films • Hachette Ireland • Ingram Content Group • Libro.fm • Lilliput • Little Island • Mercier Press
- MVB • My Irish Books • National Book Tokens • New Island • O'Brien Press • Pan Macmillan
- Penguin Random House Ireland • Skein Press • The Weatherbys Ltd • xigxag