

2026



PUBLISHING
IRELAND

THE ALL-IRELAND NETWORK FOR TRADE,
TRAINING AND DEVELOPMENT.

ESTABLISHED 1970

Programme

Monday 9 February

10.30
Registration opens

11.00
Bookshop visits commence

12.30
Delegates return from
bookshop visits

12.45
Lunch
Sponsored by Libro.fm

1.45-3.15
Fever Pitch
*Publisher 3-minute pitches and Exhibitor
30-second pitches*

3.15-5.30
Trade Show

5.30
Bookselling Ireland AGM
*Timing subject to change
(Bookselling Ireland Members Only)*

6.30
Drinks Reception
Sponsored by Penguin Random House Ireland

7.30
Conference Dinner
*Sponsored by Penguin Random House Ireland,
Hachette Ireland & Bloomsbury*

Tuesday 10 February

8.45
Welcome tea & coffee
Sponsored by Gardners EU

9.15
Chair's introduction
Maria Dickenson, chair, Bookselling Ireland

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

9.45
Publishing Ireland Update
Peter McKay, president, Publishing Ireland

10.00
Keynote
Katriona O'Sullivan, Author

10.30
Coffee Break
Sponsored by Argosy

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

11.30
Innovation Showcase
*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

Q&A

12.00
Innovation Shout-Out

11.30
Publishing Ireland breakout panel
Topic tbc

12.15
Lunch
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

2.20
Market & Trends Report
Sara Mulryan, NielsenIQ BookData

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

3.00
Mini-break

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

4.00
Closing remarks

Delivered by **an post**

BA BOOKSELLERS
ASSOCIATION