

2026

**BI BOOKSELLING
IRELAND**
DÍOLACHÁN LEABHAR ÉIREANN



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
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**BA BOOKSELLERS
ASSOCIATION**