

# **BA** BOOKSELLERS ASSOCIATION CONFERENCE & *Gardners* TRADE SHOW

**Sunday 12 - Monday 13 September 2021**  
Jurys Inn, Hinckley Island, Leicestershire



Back Together Again

# About the event

**The Booksellers Association Conference and the Gardners Trade Show** are key events in the book trade calendar and provide a unique opportunity for booksellers all over the UK and Ireland to come together. After a challenging year, with events and conferences on hold, we are delighted to be gathering safely again in person.

The two days of events – combining the Gardners Trade show and the Booksellers Association Conference – will bring everyone together to enjoy publisher stands full of new titles, a fun packed social programme, and a practical, informative and inspiring business programme.

We begin with The Gardners Trade Show on Sunday where a number of publishers will be exhibiting and promoting their exciting new titles to booksellers. After the Trade Show we'll ease into the conference with our social programme, including a New Voices afternoon tea, sponsored by HarperCollins and the Conference author dinner sponsored by The Independent Alliance.

The Conference will run all day Monday and will be chaired by writer and longstanding conference chair, Cathy Rentzenbrink. For booksellers wishing to continue networking after conference closes on Monday, there will be an evening author dinner sponsored by Penguin Random House Children's for BA Members.

Booksellers Association Members attend the Conference for **free** thanks to generous sponsorship from Gardners. We only ask that members meet the cost of their accommodation, which can be reserved when completing the conference booking form.

## VENUE



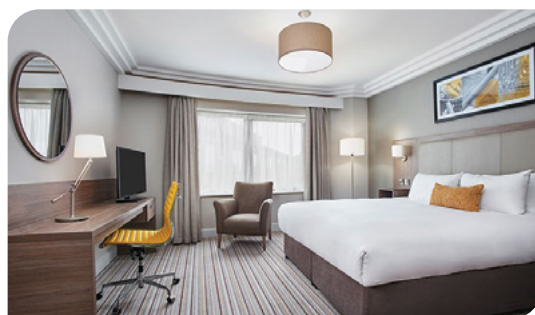
The 2021 Conference and Trade Show will be heading to Jurys Inn, Hinckley Island.

A new and spacious Conference hotel venue set in the heart of Leicestershire. There is plenty of free parking for delegates on site and the BA and Gardners will be arranging a shuttle service to and from the train station. Nuneaton Train Station is within 15 minutes drive, and Hinckley Island is a 5 minutes drive from the Hotel.



## ACCOMMODATION

Bedrooms are available at the Hotel for all attendees wishing to stay over. Members will be given the choice of staying one or two nights, and this should be requested when completing the online conference booking form. The Booksellers Association will then confirm all accommodation bookings directly with the hotel on behalf of attendees. Members will be invoiced for their accommodation by the BA accordingly.



Residential attendee packages for Non Members and Associate Members are also included in the online booking form. The Booksellers Association will manage accommodation bookings for all attendees directly with the hotel.

**Details of the tickets available are listed on p5. Please read the information carefully before booking your place.**



# Programme

Please note the programme is **provisional** and **subject to slight change**

## SUNDAY 12 SEP

**11.30am**

**Trade Show and Conference Registration/  
Check in opens**

**12.00pm - 1.00pm**

**Lunch**

**12.15pm - 1.00pm**

**Guest Speakers**

**1.00pm**

**Tradeshow Opens  
& Author Signings**

**4.30pm**

**Tradeshow Closes**

**4.45pm - 5.30pm**

**BA Afternoon Tea and New Voices**

With authors Kasim Ali, Abigail Dean  
and Aisling Fowler

Sponsored by HarperCollins

Open to Members only

**6.45pm Drinks Reception**

Sponsored by Batch and BatchLine

Open to all delegates

**7.30pm**

**Independent Alliance Conference Dinner**

Open to all delegates

**10.00pm Conference Disco!**

Open to all delegates

## MONDAY 13 SEP

**8.45am**

**Registration opens for Monday arrivals**

Coffee available, sponsored by Nielsen

**9.15am**

**Conference Opens**

Cathy Rentzenbrink, Conference Chair  
and Writer

**9.20am**

**Welcome and Introduction**

Andy Rossiter, President,  
The Booksellers Association

**9.30am**

**Booksellers Association Update**

Meryl Halls, Managing Director,  
The Booksellers Association

**9.50am**

**Booksellers as Place-makers**

Interim findings of research resulting from a  
partnership between the Institute of Place  
Management and The Booksellers Association

The initial phase of research aims to quantify  
the lead role that bookshops take in their retail  
and wider communities, to fully recognise the  
role bookshops play and to equip bookshops to  
thrive on the high street of the future

Institute of Place Management, Manchester  
Metropolitan University

**10.20am**

**Keynote Address – Richard Osman**

Award winning writer and broadcaster

**10.50am**

**Coffee break**

Sponsored by Nielsen

**11.20am – 12.05pm**

### SKILLS LABS #1

Sponsored by Bookshop.Org

Booksellers **choose between** five Skills Lab  
workshops to attend. Details overleaf

**12.20 – 1.05pm**

### SKILLS LABS #2

Sponsored by Bookshop.Org

Booksellers **choose between** five Skills Lab  
workshops to attend. Details overleaf

**1.05pm – 2.20pm**

**Conference Lunch**

**2.20pm – 3.40pm**

**Fever Pitch**

Publishers line up to present their key Autumn  
and Spring titles for booksellers

**3.40pm – 4.00pm Tea Break**

Sponsored by Nielsen

**4.00pm – 4.30pm**

**In Conversation**

Meryl Halls, MD of The Booksellers Association  
and Allison Hill, CEO of the American  
Booksellers Association share their experiences,  
compare the US and UK book trade landscapes  
and discuss the challenges that lie ahead.  
Interviewer: Philip Jones, Editor, of *The  
Bookseller*

**4.30pm**

**Bookseller Awards**

Booksellers celebrate their publishing heroes of  
the year

**4.40pm – 4.45pm**

**Closing Remarks**

**6.15pm**

**Drinks Reception**

Sponsored by Penguin Random House Children's

Open to BA Members only

**7.00pm**

**Drinks reception, Dinner**

Enjoy a three course meal while listening to an  
exciting line up of author speakers from sponsor  
Penguin Random House Children's. Guests can  
also look forward to a goody bag of exciting new  
titles and other treats.

Dinner sponsored by Penguin Random House  
Children's – Open to BA Members only

Gardners  
trade  
show

# Skills labs

On Monday we will be running Skills Labs on a range of bookselling topics. Every attendee can sign up to attend two Skills Labs. Please ensure you select one from each of the two slots when completing your booking form.

## SKILLS LABS #1

11.20am – 12.05pm

### Edelweiss – a 360 degree view

This introductory session to Edelweiss 360 will cover the key features of Edelweiss, with a special focus on creating a customer loyalty scheme.

**Dan Fridd**, Owner of Bookbugs and Dragon Tales and FriddIT.com

**Ruth Bradstreet**, Edelweiss by Above The Treeline

### Bookshop Funding and Support

Applying for funding and grants can seem overwhelming, but there are many opportunities for booksellers not to be missed. Here we demonstrate what to apply for and how, with a focus on Arts Council Funding.

**Peter Stones**, Arts Council England (Midlands)

**Pippa Hennessey**, Five Leaves Bookshop

**Sarah Mullen**, Bournville BookFest CIO

& The Bookshop on the Green

Chaired by **Hazel Broadfoot**, Village Books, Dulwich

### Getting the Most out of Bookshop.org

Since its timely and successful launch in the UK in 2020 Bookshop.org has changed the independent sector landscape. Join this session for an overview of the platform and to learn how participating shops can enhance their presence via the digital marketing tools available.

**Mark Thornton** and **Kiri Inglis**, Bookshop.org

### Batchline – Join the Conversation

An opportunity for Batchline users to hear from the experts and be part of the conversation.

This will be an interactive session where booksellers can put questions to the Batchline panel and make suggestions for improvements to the service.

### Inclusive Communications

Effective and inclusive communications have never been more important. Factoring diversity and inclusion into your communications can help to widen your customer reach while understanding some of the theories behind inclusive communications will help build your confidence. This session will be led by and Employers Network for Equality & Inclusion training professional.

*We recommend that delegates attending the Inclusive Communications Skills Lab also attend the Accessible Communications session.*

## SKILLS LABS #2

12.20pm – 1.05pm

### The Virtual Bookseller!

This session will explore how bricks and mortar bookshops can use different social media platforms, from Instagram to Twitter, to help hand sell, create a buzz, and cultivate a bookselling community.

**Emma Milne-White**, Hungerford Books

**Nicci Rosengarten**, Moon Lane Inc

Chaired by **Jessica Paul**, Max Minervas

### E-commerce Software for bookshops

This session will offer booksellers an overview of the e-software options available to them to manage payments and sell online.

From WooCommerce to QuickBooks – all you need to know about what's out there and what works to increase bookshop sales.

### Bookselling Teams – Staff Management

Lockdown has forced many of us to review our business and management styles. Drawing on lessons and challenges from the past year, this session will explore effective approaches to managing staff, as well as looking at some of the communication tools/apps available, to create a bookselling A-team.

**Helen Stanton**, Forum Books in Corbridge and Whitley Bay

### Hybrid Events

Whilst we're all excited to be returning to physical bookselling, for many, entering the realm of virtual events over these past months has seen an increase in audience numbers, a wider customer base, and an increasing expectation to continue offering an online event experience to those who want it. This session will look at how booksellers can do both; combining the physicality of the bookshop and the accessibility of the virtual in the most cost effective way.

**Ben Moorhouse**, Our Bookshop, Tring

### Accessible Communications

Accessible Communications look at the common barriers that can cause communications to become inaccessible and how to avoid them to ensure that you reach the widest possible audience. This session will be led by and Employers Network for Equality & Inclusion training professional.

*We recommend that delegates attending the Accessible Communications Skills Lab also attend the Inclusive Communications session.*

# Tickets & registration

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

## BA Member Conference 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.

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. There are a variety of accommodation options, which must be purchased as an 'Add-on' to your conference ticket.

Accommodation prices are as follows:

- BA Members: 1 Night Accommodation  
£95 for single (plus VAT £ 114) or  
£105.00 for double (plus VAT = £ 126)
- BA Members: 2 Nights Accommodation  
£190 for single (plus VAT = £228) or  
£210 for double (plus VAT = £252)

## Associate Member Conference Only

**£175.00 (plus VAT = £210)**

Associate Member non-residential admission to the conference entitles you entry to the Monday Conference business sessions including refreshments and lunch. You are also welcome to join the Sunday drinks reception and the Sunday night dinner (optional). Please note this ticket does not include accommodation.

## Associate Member Conference +

### Accommodation

**£300.00 (plus VAT = £360)**

Associate Member residential admission to the conference entitles you entry to the Conference business sessions including refreshments and lunch, the Sunday drinks reception, the Sunday dinner (optional) and an overnight stay on Sunday night. Bedrooms will be booked by the BA.

## Non Member Conference Only

**£195.00 (plus VAT = £234)**

Non Member non-residential admission to the conference entitles you entry to the Monday Conference business sessions including refreshments and lunch. You are also welcome to join the Sunday drinks reception (optional) and the Sunday night dinner (optional). Please note this ticket does not include accommodation.

## Non Member Conference + Accommodation

**£320.00 (plus VAT = £384)**

Non Member residential admission to the conference entitles you entry to the Conference business sessions including refreshments and lunch, the Sunday Drinks Reception, the Sunday night dinner (optional) and an overnight stay on Sunday night. Bedrooms will be booked by the BA.

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## Register to attend

[https://ba\\_conference21.eventbrite.co.uk](https://ba_conference21.eventbrite.co.uk)

Please ensure you book your place by the 1st September 2021.

Contact: [events@booksellers.org.uk](mailto:events@booksellers.org.uk)

[@thebooksellersassociation](https://www.facebook.com/thebooksellersassociation) 

[@BABooksellers](https://twitter.com/BABooksellers) 

[booksellerevents.org.uk](http://booksellerevents.org.uk)





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sponsors and supporters

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