



**BOOKSELLERS
ASSOCIATION
CONFERENCE**

Gardners
TRADE SHOW



1 - 2 October 2023
Leonardo Hotel, Hinckley Island



The 2023 Conference and Trade Show will take place at Leonardo Hotel Hinckley Island. A spacious conference hotel venue set in the heart of Leicestershire. Nuneaton Train Station is within a 15 minutes drive, and Hinckley Island is a 9 minute drive from the Hotel.

We recommend travelling to the Nuneaton station as it is easier to travel to the venue from there. We will have shuttle buses running as follows:

Sunday 1 October

9:30am – 11:30am

Monday 2 October

7:30am – 8:45am

PARKING

There is plenty of free parking at the hotel.

ACCOMMODATION

- All delegate accommodation is at the Leonardo Hotel – Hinckley Island
- Check-in is from 4pm and check out the next morning is by 12noon
- Luggage can be left in cars or at the hotel desk until bedrooms are ready

WIRELESS INTERNET

Free wifi is available throughout the Hotel and Conference rooms.

TWITTER

@BABooksellers #BAConf23
@Gardners #Tradeshow23

CONTACTS

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Booksellers Association
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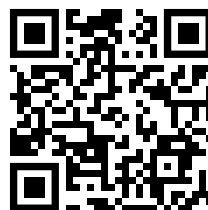
EVENT LOCATIONS

See Event Locations page for details and floor plan.

CONFERENCE APP



The Conference app, sponsored by Edelweiss will include all the conference and Trade Show information including the two day agenda, speaker information, the Trade Show exhibitors, and opportunities to connect with fellow delegates.



Mobile Event App for Business and Networking Events, Conferences & Meetings | Whova Inc.

Please contact events@booksellers.org.uk for assistance in accessing the Trade Show and Conference on the Whova app.

REGISTRATION

Registration for the Trade Show and the BA Conference opens on Sunday 1 October at 11:00am and on Monday 2 October at 08:45am. The desk is located in the main entrance of the Hotel.

Please report here on arrival to pick up your conference and trade show name badge.

FIRST TIME DELEGATES

First timers will have a coloured dots on their badges and there will also be an opportunity to network with other first timers during the Sunday drinks reception, we encourage first timers to join us at The Piazza Bar.

Programme

SUNDAY 1 OCTOBER

Gardners trade show

11:00

Registration Opens

Hotel Reception
Speakers and Lunch
in Rotunda

11:30

Introduction from Nigel Wyman

Gardners Books Ltd

11:35

Guest Speaker

Katherine Rundell

11:50

Guest Speaker

Adrian Edmondson

12:05

Lunch

Sponsored by Michael Joseph

12:45

Guest Speaker

Conn Iggulden

13:00

Guest Speaker

Caroline Quentin

13:15

Trade Show Opens

London & Paris Suites

16:30

Trade Show Closes

16:45

New Voices: HarperCollins Author Afternoon Tea

Marco Pierre White Restaurant

18:45

Drinks Reception

Piazza Bar: First-Time Delegates

Rotunda: Delegates

Sponsored by BatchLine and National
Book Tokens

19:30

Independent Alliance Conference Dinner

London Suite

MONDAY 2 OCTOBER

8.15 – 9.00

Author Breakfast

London Suite
Sponsored by Bloomsbury

8.45

Registration

Hotel Lobby
Coffee sponsored by Nielsen

9.15

Conference Opens



Cathy Rentzenbrink,
Conference Chair
and Writer
Paris Suite

9.25

Welcome and Introduction



Hazel Broadfoot,
President,
The Booksellers
Association
Paris Suite

9.35

Booksellers Association Update



Meryl Halls,
Managing Director,
The Booksellers
Association
Paris Suite

9.45

Opening Keynote



Clive Myrie,
Journalist,
Newsreader
and Presenter
Paris Suite

10.15 – 10.45

Morning Coffee

London Suite
Coffee sponsored by Libro.fm

10.15 – 16.00

Trade Exhibitors throughout the day

London Suite

10.45 – 11.45

Fever Pitch

Paris Suite

11.45 – 12.00

Booksellers' Digital Footprint Survey: The Results

Presented by Bookshop.org.uk
Paris Suite

12.00

The Lesemotive Project

Iris Hunscheid & Ronald Schild
Paris Suite

12.45 – 14.00

Lunch

London Suite
Sponsored by Penguin Random House

14.00

Skills Labs #1

Various
Sponsored by bookshop.org

14.45

Skills Labs #2

Various
Sponsored by bookshop.org

15.30 – 16.00

Afternoon Tea

London Suite
Sponsored by Premierline

16.00

Shopfloor Publishers

Paris Suite

16.30

Conference Awards

Paris Suite

16.45

Conference Close

18.15

Drinks Reception

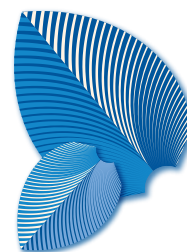
Rotunda
Sponsored by The Baillie Gifford Prize

19.00

Dinner

London Suite
Sponsored by Oxford University Press

Please note the programme is provisional
and subject to slight change



Skills Labs

Skills Labs #1

14.00 – 14.40

Creating Your Bookshop Culture

■ Jo Zebedee - The Secret Bookshelf

Every bookshop has a culture but how much do you actively define and maintain it? This session will help you review and develop your bookshop culture

Managing your Non-Book Stock with BatchLine

■ Roz de la Hey – Main Street Books & Batchline

Covering Open Bravo and BatchLine POS

Getting it Right: Valuable Conversations with Publishers when planning Events

A panel of booksellers and senior publicists, including Nic Bottomley, Debbie James, Eleni Lawrence and Najma Finlay will look at the conversations that need to take place at the outset to ensure the smooth running of events for all

PR for Bookshops

■ Anna Zanetti - Midas

PR professional Anna Zanetti shares her tips and advice on securing publicity and PR for your bookshop events

Pay it Forward Schemes and Other Community Supports

■ Lighthouse Bookshop and Drake the Bookshop

Practical advice for booksellers covering starting and maintaining Pay it Forward schemes and over initiatives to support poverty proofing in their communities

Smarter Ordering

■ Mel Griffin – Griffin Books

Practical ideas and tips for smarter ordering and lower returns

Skills Labs #2

14:45 – 15:25

Bookshops Supporting Adult Learning including Quick Reads

■ Diane Gunning – Ebb and Flo Bookshop
■ Emma House – Reading Agency

Bookseller and former adult literacy tutor, Diane Gunning, will look at how your bookshop can support adult literacy while Emma House of The Reading Agency will give an update on Quick Reads

Authorless Events

■ Emma Bradshaw – Booksellers Association
■ Sarah Dennis – Mostly Books
■ Imi Brookes – Vibes and Scribes

Practical ideas for running events without the involvement of booksellers

Running your Bookshop

■ Batch

Covering Batch Payments, Batch Returns plus integration with accounts packages

Gardners.com – maximising your knowledge

■ Ruth Gardner and Nikki Daigneault - Gardners

Using Gardners website to maximum advantage

How to Measure the Cost and Profit of Events

■ Nic Bottomley - Mr Bs Emporium
■ Fleur Sinclair - Sevenoaks Bookshop

Introducing a profit and loss calculator for events, this session will look at different models for events and the economics of various models

Effective Conversations and Conflict Resolution

■ EA Inclusion

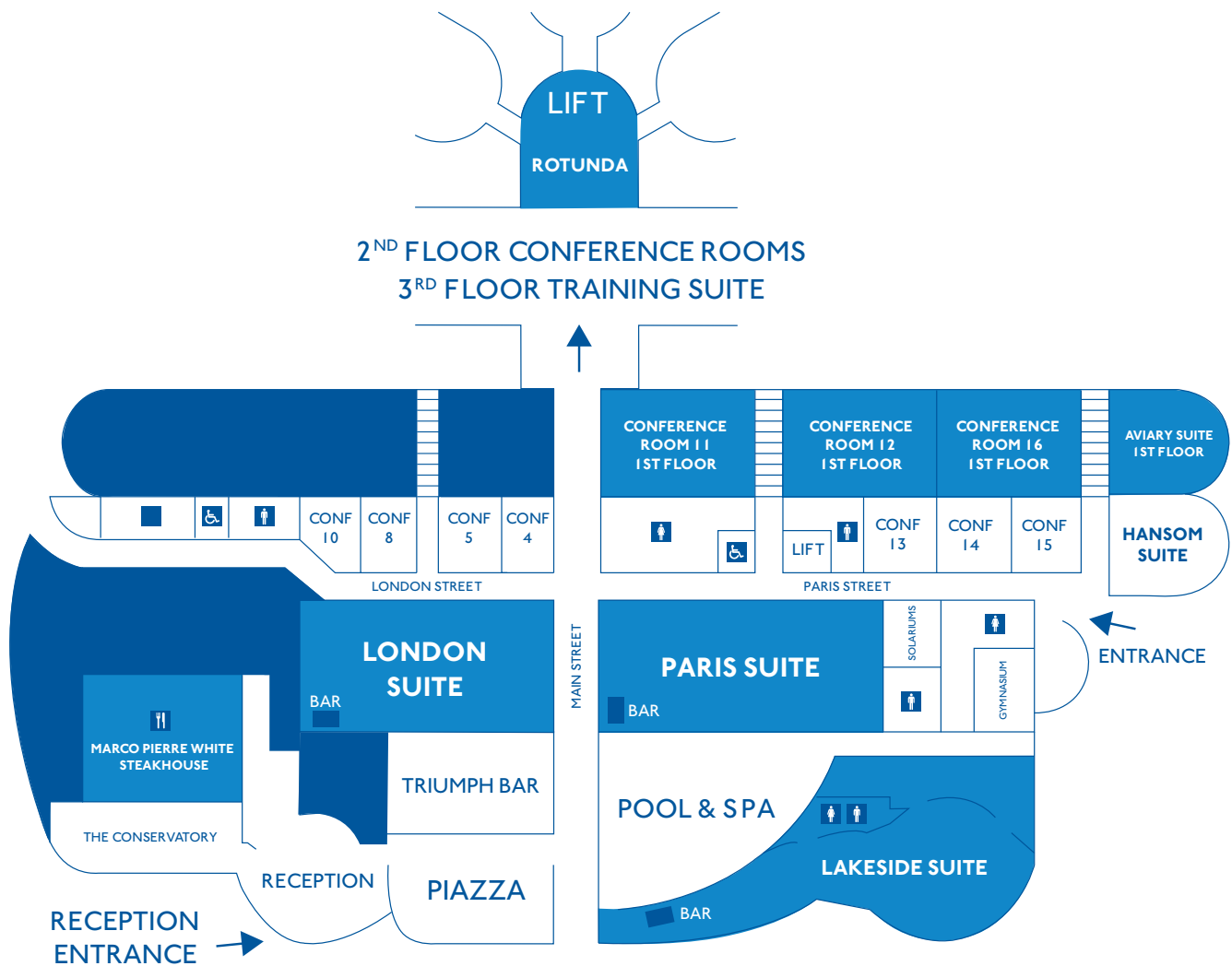
Specialist consultancy, EA Inclusion, will look at handling conflict, de-escalation and difficult customers

Effective email

■ bookshop.org

For all the creativity that TikTok offers, email remains the most effective comms tool for bookshops. Bookshop.org will look at maximising the effectiveness of emails

Event Locations



SUNDAY

Event Registration Desk

Hotel Lobby

Gardners Trade Show

Paris Suite and London Suite

HarperCollins Afternoon Tea

Marco Pierre White Restaurant

The BatchLine and National Book Tokens Drinks Reception

Rotunda

The Independent Alliance Dinner

London Suite

MONDAY

The Conference Business Sessions

Paris Suite

Conference Lunch

London Suite

Skills Lab Sessions

Paris Suite, Hansom Suite, Conference Rooms 10, 11, 12, 16, 17, 18

The Baillie Gifford Prize Drinks Reception

Rotunda

Oxford University Press Dinner

London Suite

Thanks to this year's sponsors and supporters

