



THE LONDON BOOK FAIR®

10-11 March

Stand 4D01

Theatre location: The Olympia Room



PROGRAMME Tuesday 10 March

10.00 - 10.30

Arrival Coffee

10.30 - 10.40

Welcome

10.40 - 12.15

Publisher Pitches #1

- Turnaround
- Inpress
- Akoya
- Thames & Hudson
- Fairlight
- Heloise Press
- Bradt
- Pan Macmillan
- Publishing Wales
- Simon & Schuster

12.15 - 12.45

Ardal O'Hanlon in Conversation with
Katherine Armstrong, Publishing Director,
Commercial Fiction, Simon & Schuster UK

12.45 - 1.45

Lunch

Sponsored by Simon & Schuster

1.45 - 2.00

What the BA's Campaigns Can Do For You

- Emma Bradshaw, Head of Marketing & Communications,
Booksellers Association

2.00 - 3.00

Publisher Pitches #2

- Hachette
- Diamond
- Bonnier
- Yale

3.00 - 4.00

Bookselling in America

- Pierce Alquist, Brookline Booksmith, Massachusetts
- Mira Braneck, A Room of One's Own, Wisconsin

4.00 - 4.30

Afternoon Tea

5.00 - 6.00

Booksellers Association Update and AGM

6.30 - 7.00

Hosted Bookseller Drinks Reception

7.00 - 9.00

Bookseller Party

All Booksellers Welcome



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NATIONAL
BOOK
tokens



Wednesday 11 March

9.30 - 10.30

Case Studies: National Year of Reading

- Debbie James, Kibworth Books
- Deborah Texeira, Kenilworth Bookshop

10.30 - 11.15

Sylvia Whitman, owner, Shakespeare & Company in conversation with **Kate Gunning**, Head of Membership, Booksellers Association

11.15 - 11.40

Coffee with Ingram UK

11.40 - 12.30

Publisher Pitches #3

- Publishing Scotland
- DK
- Bloomsbury
- Indie Alliance

12.30 - 1.00

Corinne Bailey Rae in Conversation with **Sian Wadey**, Booka Bookshop

1.00 - 2.00

Lunch

2.00 - 2.45

Publisher Pitches #4

- HarperCollins
- Penguin Random House

2.45 - 3.00

Coffee Break - Grab & Go

3.00 - 5.00

**Publishers Association
Children's Pitches**