

# The Burning Issues

**CLÉ Biennial Conference**  
**Saturday, 21<sup>st</sup> February 2009**  
**Printworks, Morrison Hotel, Ormond Quay, Dublin 1**

The CLÉ Biennial Conference is a positive, solution focussed day of discussion and debate on trade and sector issues for Irish Publishers and stakeholders.

CLÉ is the primary resource organisation for publishers in Ireland. CLÉ directly represents the majority of book publishers in Ireland, both north and south and works in both the Irish and English languages. CLÉ actively promotes all sectors of publishing, from literary publishing to general trade publishing. All projects undertaken by CLÉ ultimately encourage creative and cultural writing by working to develop a vibrant and diverse publishing environment.

- 8.00am **Head of Companies Breakfast Meeting**  
9.30am Conference Registration  
10.00am **Opening Address from Senator Feargal Quinn**  
10.20am Panel Discussion:  
**Working Successfully with Booksellers**  
11.40am *break*  
12.00pm Seminars - delegates have a choice of:  
Seminar 1: **Successful Publishing - Learning from Europe**, or  
Seminar 2: **Save Money to Make Money**  
1.15pm *lunch*  
2.00pm Presentation from **Getty Images Ireland**  
2.30pm Panel Discussion:  
**Creating Alternative Markets and Direct Selling**  
4.00pm Seminar Results Discussion  
4.30pm Closing Address

CLÉ Members: €85 + VAT, Non Members: €100 + VAT, Student Rate: €36

There is a 25% discount on group bookings of three or more employees from one company

Contact CLÉ - Irish Book Publishers' Association, tel: +353 (0)1 4151210,

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*The CLÉ Biennial Conference is generously sponsored by:*

*Getty Images Ireland, [www.getty.ie](http://www.getty.ie), Lightning Source, [www.lightningsource.com](http://www.lightningsource.com) and Argosy Books, [www.argosybooks.ie](http://www.argosybooks.ie)*

*CLÉ is an Arts Council Regularly Funded Organisation, [www.artscouncil.ie](http://www.artscouncil.ie)*

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## CONFERENCE PROGRAMME

### 8.00am Head of Companies Breakfast Meeting

CLÉ will host a pre-Conference Breakfast for CEOs and senior personnel to discuss the current economic climate including the current funding climate. This is an informal discussion event where we hope to hear comments and viewpoints as well as suggestions for resolutions and positive actions. The breakfast will be in the Morrison Hotel.

### 9.30am Registration

### 10.00am: Opening Address from Senator Feargal Quinn

Feargal Quinn is President of EuroCommerce, the Brussels-based retail, wholesale and international trade representation to the EU. He is Non-Executive President of Superquinn, which he founded in 1960. Since 1993 he has been an independent member of the Senate. He is adjunct professor at the National University of Ireland, Galway and the author of the bestselling book *Crowning the Customer*. He has received three honorary doctorates from Irish educational institutions and a Papal Knighthood.

### 10.20am Panel Discussion: Working Successfully with Booksellers

A panel discussion with booksellers about current conditions for Irish Publishers and Booksellers including ways that publishers and booksellers can work together to improve sales. Find out what the booksellers point of view is in relation to Irish Published titles and Irish Publishers.

**Panel:** Tom Owens, Easons; Derek Hughes, Hughes & Hughes; Mary Healy, Argosy; Aideen Brady, Abtree Books with Michael O'Brien, The O'Brien Press as Chair.

#### Tom Owens, Easons

Tom Owens is the Group Product Director of Eason & Son Ltd. He joined Easons as a Trainee Manager in 1980. He has held various posts since as Book Buying Manager, Books Marketing Manager and Book Director. He has been on the main Eason Board since 2000. Tom spent 15 years as a member of the Irish Booksellers' Association and was Chairperson in 2002-3.

#### Derek Hughes, Hughes & Hughes

Derek Hughes. MA.M.M.I.L., is the founder and CEO of Hughes & Hughes, Ireland's largest specialist book chain. Derek was also co-founder of Insomnia Coffee Company. Derek was a finalist for Irish Entrepreneur of the Year 2004 and was selected as one of Europe's top 500 entrepreneurs in 2000. A Founder of the Irish Book Awards, Derek is married with two children.

#### Mary Healy, Argosy

Mary Healy is the chief buyer for Argosy Books, Ireland's only independent wholesaler. Mary attended UL to study Law and graduated in 2001. During this time she began her career in bookselling. Upon finishing college, she worked full-time in bookselling, becoming manager in Hughes & Hughes in Swords in 2003. In 2004 she moved to Argosy and in 2005 she was made buyer for Argosy Books. Mary is a member of the BA Committee and was awarded O'Brien Bookseller of the Year in 2008.

#### Aideen Brady, Abtree Books

Aideen Brady is an independent bookseller. She opened Abtree: The Book & Stationery Store in Lucan in 1999. She has degrees in Marketing and Human Resource Management. In 2004 Aideen joined the Committee of the Bookseller Association's Irish Branch, quickly becoming the World Book Day co-ordinator for Ireland. Aideen regularly reviewed books for Today FM and is involved with the book show on Liffey Sound FM. She is currently the Vice-Chair of the BA Irish Branch.

### 11.40am Coffee Break *sponsored by Argosy Books*

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## CONFERENCE PROGRAMME

### 12.00pm Seminars

CLÉ are delighted to offer a new element to the CLÉ Conference: two seminars will be held simultaneously at 12pm and delegates can choose to attend one or the other depending on their particular interests. The smaller groups at these seminars will facilitate in depth discussion on specific topics. Findings from both seminars will be presented in brief by the seminar Chairs in the afternoon. Please choose either:

#### Seminar 1

##### Successful Publishing - Learning from Europe

This seminar will focus on management techniques from a European model; decision making; utilising all staff to contribute to a smooth running business; how to handle succession of directorships and ensure longevity for your company. The European Model will be used as an example to spark debate.

**Featuring** Rudy Vanshoonbeek, The House of Books, Antwerp & Uitgeverij Vrijdag with Fergal Tobin, Gill & Macmillan.

#### Rudy Vanshoonbeek, The House of Books, Antwerp & Uitgeverij Vrijdag

Rudy Vanshoonbeek is managing publisher at The House of Books, Antwerp & Uitgeverij Vrijdag. He was born in Antwerp, Belgium. He has a background in teaching and publishing and has a PhD in Dutch and English language and literature from the Universitaire Instelling Antwerpen. He is married to Marijke Desplenter and has three children.

#### Fergal Tobin, Gill & Macmillan

Fergal Tobin was educated in UCD, graduating in History and English. He has been Publishing Director of Gill & Macmillan since 1995 and has published, among many books, the monumental Encyclopaedia of Ireland. Other notable titles have included The Irish Times Book of the Century and The Pope's Children by David McWilliams. He was President of CLÉ - Irish Book Publishers' Association from 2002 to 2004 and is currently vice-president of the Federation of European Publishers.

#### Seminar 2

##### Save Money to Make Money

This seminar will focus on how to run your publishing house as cost effectively as possible - how to reduce running costs and increase sales. With plenty of tips, know how and discussion and specifically addressing lessons for smaller companies including management styles.

**Featuring** Dermot O'Dwyer, Gill & Macmillan with Peter O'Connell, Liberties Press

#### Peter O'Connell, Liberties Press

Peter O'Connell is one of the two founders of Liberties Press. He studied English and History in UCD and worked in education for several years. More than five years on, Liberties Press has published over 50 books, including titles by Michael D. Higgins, Con Houlihan, Leland Bardwell, Richard Crowley and John Montague. Much of Peter's work involves sales, marketing and publicity in relation to Liberties' growing list. Peter is on the CLÉ Board and the CLÉ Marketing Committee.

#### Dermot O'Dwyer, Gill & Macmillan

Dermot is a commerce graduate of UCD and a member of the Institute of Chartered Accountants in Ireland. He has over 25 years experience in publishing in Ireland. Having previously worked in the Smurfit Group and RTV Rentals, he joined Gill & Macmillan, Ireland's largest book publisher, as Financial Controller in 1982. He became Deputy Managing Director in 2003 and succeeded Michael Gill as Managing Director in 2005. At the beginning of 2008 he was appointed a member of the international management board of Macmillan Education Group.

### 1.15pm Lunch

### 2.00pm Presentation from Getty Images Ireland

Getty Images is a leading creator and distributor of still imagery, footage, music and other premium content. Marek Wysteppek, Getty Images' Irish representative, will be speaking to conference delegates on the products and services available and of interest to Irish Publishers. Getty Images' special offline rate card for Irish Publishers is available to CLÉ members on [publishingireland.com](http://publishingireland.com)

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## CONFERENCE PROGRAMME

### 2.30pm Panel Discussion: Creating Alternative Markets and Direct Selling

A panel discussion highlighting alternative selling routes to publishers and illustrating how lucrative they can be. Channels such as supermarkets, niche sales with partner companies outside publishing, digital publishing and online sales will be touched on during the discussion

**Panel: Will Atkinson, Faber & Faber and President, Independent Publishers Guild; Robin Wood, Anova Ltd; Ivan O'Brien, The O'Brien Press with Sarah Franklin, Blackhall Publishing as Chair.**

#### **Sarah Franklin, Blackhall Publishing**

Sarah Franklin is Head of Sales and Marketing at Blackhall Publishing in Dublin. Sarah has more than a decade's international experience running sales and marketing teams at market-leading publishers (Pearson Education in London) and at independent presses (Sasquatch Books in Seattle, USA). Sarah has worked on special sales programmes with corporations including Reuters, Microsoft and Boeing, big box retailers such as Urban Outfitters, and a huge number of book-specific niche channels.

#### **Will Atkinson, Faber & Faber and President, Independent Publishers Guild**

Will Atkinson joined Waterstones in 1985 and ran a number of shops until 1994 when he joined Faber as paperback product manager. He is now Sales and Marketing Director in Faber. Will is currently chair of the Independent Publishers Guild, an organisation of 480 members representing £500m of turnover. Will was awarded a Nibbie for Sales Person of the Year in 2004, and one for Industry Achievement in 2007.

#### **Robin Wood, Anova Ltd**

Robin Wood started in publishing as a sub-editor for partwork-magazine publisher Marshall Cavendish in 1974. He has worked for William Collins, Collins Dictionaries, Dorling Kindersley and was Book Publisher at BBC Worldwide. Among his high-profile authors were Alan Titchmarsh and Delia Smith. In November 2005, he co-founded Anova Books. Anova has thrived and has well-known imprints such as Batsford, Pavilion, and Collins and Brown. More than half Anova's income comes from international sales, and in the UK the company drives hard to achieve special and non-traditional sales.

#### **Ivan O'Brien, The O'Brien Press**

Ivan O'Brien is managing director of The O'Brien Press Ltd, founded in 1974 and a leading publisher of trade books for adults and children. His earliest book trade sale was made at the age of eight, for six copies of a magazine that was hard-bound in brown cardboard. He has worked in many areas of publishing (both book and web) for a range of companies. He joined O'Brien Press full-time in 1997 and has had responsibility for production, IT and sales before becoming Managing Director in 2007.

### 4.00pm Seminar Results Discussion

A brief presentation by Fergal Tobin and Peter O'Connell of the ideas and initiatives that emerged from the seminars that took place earlier in the day. This session will present an opportunity for you to ask further questions and to get an overview of what took place in each seminar.

### 4.30pm Closing Address

CLÉ President, Seán Ó Cearnaigh will briefly reflect on issues that have been highlighted during the course of the Conference and update you on what CLÉ has been working on and is planning for the coming year.

#### **Seán Ó Cearnaigh**

Seán Ó Cearnaigh has been President of CLÉ since 2007. Co-founder in 1995 of Cois Life, which publishes about eight titles a year in the Irish language, his background is both academic and business oriented. He holds an MSc in Business and Information Technology. His work in corporate planning with Foras na Gaeilge and his experience as a small publisher in Ireland has informed his industry-wide view of strategy for publishing in Ireland. Seán oversaw the drawing up of CLÉ's first three-year corporate plan 2008–2010.