

## After the Book Fair: Advice on Follow Up

- Follow up on every meeting, no matter how tentative, as any of these may result in a valuable contact or deal down the road.
- Follow up promptly — keeping yourself organised throughout the fair will help with this.
- Give a brief recap of what you discussed during the fair. This is a busy time, so your recipient may not remember all the details of what was discussed. If you have sent on materials that your contact requested, confirm that these have been sent and how.
- Keep communication concise. Most people will be swamped with information just after the fair, so don't say more than you need to. The best emails or phone calls will be short and to the point.
- If you are making a deal with a new contact, keep in mind that negotiations may be long and slow initially. As you maintain a relationship with your contact, the process will likely become quicker.

## More Information

The full schedule of the book fair will be available online on the FBF website. The FBF website also contains helpful information about travel and accommodation for attendees of the book fair.  
<http://www.buchmesse.de/en/>



Members and Network Members may purchase day packages through Publishing Ireland in order to attend the book fair. For more information, visit our website, [www.publishingireland.com](http://www.publishingireland.com). Pricing will be posted as the date of the book fair approaches. Any additional queries may be sent to [info@publishingireland.com](mailto:info@publishingireland.com).

11.-15. Oktober 2017  
**FRANKFURTER  
BUCHMESSE**  
Ehregast Frankreich



# Frankfurt Book Fair 2017



## What is the Frankfurt Book Fair?

The Frankfurt Book Fair is the largest event of its kind in the publishing industry. Over 170,000 publishing professionals attend each year, including publishers, agents, librarians, and authors from countries all over the world. The fair takes place over five days, with the first three days exclusive to trade professionals. On the weekend, members of the public attend to get information about new books and meet with authors.

## Why should I attend?

Those attending the fair will have the chance to learn about the latest in publishing, everything from sales trends to new technologies. Publishers will be buying and selling rights for books all around the world and discussing various business deals. In addition, thousands of journalists attend each year, making the fair an excellent time for companies to promote their authors, services, and products. Workshops, seminars, and other events are held daily and cover a wide range of topics related to publishing. The Frankfurt Book Fair is an incredible networking opportunity for anyone involved in the publishing industry.

## Preparing for the Book Fair

- Start looking into accommodation early. The fair is a large event, so it may be difficult to find a good deal if you wait too long.
- The FBF website will list events taking place at the fair each year. Look around and decide in advance which events you want to attend so that you can make a schedule for yourself. Keep in mind, though, that you may have a chance encounter or an unpredicted occurrence, so make sure your schedule has some room for flexibility!
- The book fair is a global event, with attendees from over 100 countries. Keep in mind that there will often be cultural differences between yourself and those you encounter. It may be valuable to research this ahead of time, as even small things can be interpreted differently based on someone's cultural background.



## At the Book Fair

- As this is a professional gathering, dress is generally business or business casual. However, you may be on your feet quite a lot during the day, so comfortable shoes are a must!
- If you will be working at a table or exhibition, consider bringing a packed lunch. The fair can be a busy place and you may not have time to get away for a bite to eat.
- With so many people attending, Wi-Fi access may be slow or limited. Be sure to save any important documents ahead of time!
- Speak slowly and clearly, particularly when speaking through a translator. Attendees may have varying degrees of fluency in English.
- Take notes on all of your meetings! This will help when the time comes to follow up.
- It's always better to be a bit early than a bit late. The fair can be hectic, so giving yourself a few moments to settle in when you first arrive can be a big help.
- You'll be shaking lots of hands and doing lots of talking, so make sure to get a good night's sleep beforehand, stay hydrated, bring lozenges, and stock up on vitamins to help you stay healthy.

