



Irish

BOOK TRADE CONFERENCE



PUBLISHING IRELAND
FOILSIÚ ÉIREANN

2018

Provisional Conference Programme

Friday 2nd March 2018 | Radisson Blu, Dublin Airport

Joint Chairs: Frank Kelly, Bookselling Ireland & Ronan Colgan, Publishing Ireland

- 9.00am – 9.30am **Conference Registration | Tea & coffee** Sponsored by FBD Insurance
- 9.30am – 9.35am **Conference Opens – Welcome from the Chairs**
- 9.35am – 9.45am **Update from BA and Publishing Ireland**
- 9.45am – 10.30am **Keynote Speaker**
Bobby Kerr, founder and CEO of Insomnia Coffee Shops
Followed by Q&A
- 10.30am – 11.00am **The Nielsen Bookscan Irish Consumer Market Report**
Carol Brownlee
- 11.00am – 11.30am **Coffee Break** Sponsored by Argosy Books
- 11.30am – 12.15pm **PANEL SESSION: Irish Fiction on the Global Stage**
Irish writing, publishing and bookselling is crucial to the Irish economy and culture: how do we develop, retain and recommend home-grown talent?
Maria Dickenson, Dubray; Martin Doyle, Irish Times; Conor Hackett, Publishers' Agent; Sarah Davis-Goff, Tramp Press
Followed by Q&A
- 12.15pm – 12.45pm **Fever Pitch Session**
Publishers line up to present their forthcoming titles to the audience
- 12.45pm – 1.45pm **Conference Lunch** Sponsored by Eason
- 1.45pm – 2.30pm **An Interview with Caroline Foran, Author of *Owning It***
Bob Johnston of The Gutter Bookshop will interview inspirational speaker Caroline Foran



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Provisional Conference Programme | Continued

2.30pm - 3.15pm

Breakout Groups

Breakout 1: Social Media for Booksellers

Find out how to take your social media to the next level with Noel Davidson, The Entrepreneurs Academy

Breakout 2: Managing & Motivating You & Your Staff

Find out how to motivate yourself and your staff, create a good team, no matter the size of your business with Glenn Cunningham and Trevor Rogers, Eason; Jennifer Forde, Dubray Books

Breakout 3: The Journey of a Book – from Commissioning to Marketing

Publishing Ireland present a practical session on what makes a successful title

3.15pm - 3.45pm

Coffee Break Sponsored by AIB Merchant Services

3.45pm - 4.30pm

Economic Impact of Bookselling in Ireland

Jim Power of Jim Power Economics will present the findings of an economic impact report (commissioned by the BA), outlining the value of bookselling to the Irish economy. A partner piece to a similar economic report in the UK last year, the project will illustrate economic, societal and cultural contributions, and emphasise the interconnectedness of Irish bookselling and publishing

4.30pm - 4.45pm

Closing Remarks

Frank Kelly & Ronan Colgan

4.45pm - 5.15pm

Bookselling Ireland AGM (BA Members Only)

Publishing Ireland Board Meeting (PI Members Only)

Evening Programme

7.00pm - 7.30pm

Drinks Reception Sponsored by Penguin

Dinner with special guest speaker **Donal Ryan** followed by a Late Bar & Disco