

Looking Inwards, Looking Outwards

Publishing Ireland Trade Day

Friday 15th November
Main Theatre, Smock Alley Theatre

9.30 – 10.00am **Registration Tea/Coffee on arrival**

Looking Inward

Welcome by President of Publishing Ireland, Mariel Deegan, Publishing Ireland

10.00 – 10.30am **Data Dive: Irish Consumer Market**
Philip Stone, Nielsen BookScan
Learn all about 2019 so far in the ICM

10.30 – 11.00am **Making Retail Work in Ireland**
Bob Johnston, Gutter Bookshop
Hear from Bob Johnston as he celebrates 10 years of the Gutter Bookshop on the realities of retail in Ireland

11.00 – 11.15am **Q&A**

11.15 – 11.45am **Tea/Coffee Break**, kindly sponsored by Westchester Publishing Services

11.45– 12.30pm **Finding Space in a Crowded Market**
Nicki Howard, Gill Books; Ronan Colgan, Eastwood; David Torrans, No Alibis Press
Hear from two publishers who have moved into new areas within the Irish market and one retailer who has moved into publishing. What was the thinking, planning, risk analysis, strategy? And was it worth it?

12.30-12.45pm **Q&A**

12.45 – 1.45pm **Lunch**

Looking Outward

1.45 – 2.15pm

Data Dive: BookScan Global Market

Philip Stone, Nielsen BookScan

Philip Stone returns to present the trends in the global market.

2.15pm– 3.00pm

Pushing Boundaries: How Far Can a Book Go?

Tony Potter, iSeek

Since the 1980s, Tony Potter's mission has been to make books that have the potential to sell in as many international markets as possible. Constantly imagining what a book can be, Tony uses his PhD in Visual Communications to create an innovative list of books that push boundaries from simple picture books to very complex paper engineered titles.

3.00pm-3.15pm

Q&A

3.15pm – 4.00pm

Beyond the Book, Beyond Ireland

Simone Drinkwater, Casemate; Ben Drury, Yoto; Sheila Crowley, Curtis Brown

Hear from three experts whose businesses take the book further. Simone Drinkwater will talk about distributing books to a global market, Ben Drury will tell us how the Yoto audio player is opening up a world of audio possibilities for curious kids and former publisher Sheila Crowley will tell us about her role with the world-renowned literary agency, Curtis Brown.

4.00pm -4.15pm

Q&A

Post Trade Day drinks, hosted by Books Ireland magazine

(The Wordwell Group)

At the Winter Garden @ Smock Alley 16.30-17.30