



LEB Conference 2016 DRAFT Agenda

Thursday, 26 May

Time	Event	Location
evening	For early arrivals - meet in Lucky's Bar for casual preconference catch-up – we'll be there from 6.00 pm	Venue: Lucky's Bar – QT Canberra

Friday, 27 May – Conference Day 1

10.00 – 11.00am	Registrations and morning tea Conference satchels provided by Penguin Random House	QT Level 1 Foyer
11.00 – 11.10am	Welcome and opening	QT Ballroom 3 – Level 1
11.10 – 11.30am	Opening Address - Where the Conversation Starts: The Staying Power of Indie Bookstores Hannah Kent (Macmillan) Indies favourite author Hannah Kent talks about the importance of independent booksellers, authors, and stories and how booksellers influence the lives of readers of all ages.	QT Ballroom 3 – Level 1 <i>Open Session</i>
11.30 – 12.30pm	Member Forum - Part 1 Review of LEB member services, marketing activities and system upgrades	QT Ballroom 3 – Level 1 <i>Members only</i>
12.30 – 1.30pm	Author Presentation followed by lunch Liane Moriarty, <i>Truly Madly Guilty</i> (Macmillan)	Capitol Bar & Brill - Ground Floor QT
1.30 – 2.20pm	Member Forum – Part 2 Review of LEB member services, marketing activities and system upgrades cont. Including: <ul style="list-style-type: none"> Retail Management Training – presented by Josh Zarb, LEG General Manager 	QT Ballroom 3 – Level 1 <i>Members only</i>

2.20 – 3.00 pm	<p>Key Note Address - Martin Lindstrom on What Small Data Tells You about Booksellers and Their Customers via Video recording</p> <p>The author of <i>Small Data: The Tiny Clues That Uncover the Huge Trends</i> (Hachette) urges booksellers to use Small Data to understand future opportunities and turn your weaknesses into your strengths.</p>	QT Ballroom 3 – Level 1 <i>Open Session</i>
3.00 – 3.20 pm	<p>Afternoon Tea Sponsored by Hardie Grant</p> <p>Featuring treats by Darren Purchase, <i>Lamington and Lemon Tarts</i></p>	QT Level 1 Foyer
3.20 – 4.00 pm	<p>Supplier session - Allen & Unwin: How to Champion Creative Opportunities for Children</p> <p>The Australian Children’s Laureate for 2016/2017 and bestselling Author Leigh Hobbs conducts a lively and interactive discussion about championing creative opportunities for children, and the essential role books play in nurturing their creative lives.</p> <p>Introduced by Caitlin Withey, Head of Sales, A&U</p>	QT Ballroom 3 – Level 1 <i>Open Session</i>
4.00 - 4.30 pm	<p>Supplier session- Penguin Random House: Politics/Current Affairs and the Media</p> <p>Karen Middleton, <i>Albanese</i> and Greste brother, <i>Greste Family Memoir</i></p>	QT Ballroom 3 – Level 1
4.30 – 5.10 pm	<p>Supplier session - Harper Collins: Importance of independent booksellers in the launching and growth of Australian writers</p> <p>Chair/ Moderator – Catherine Milne Associate Publisher - Non Fiction Publishing, HarperCollins.</p> <p>Featuring HC authors: Richard Fidler, <i>Ghost Empire</i> Julia Baird, <i>Victoria</i> Sunni Overend, <i>Dangers of Truffle Hunting</i> Matt Stanton, <i>Did You Take the B from my Ook</i></p>	QT Ballroom 3 – Level 1
6.00 – 7.30pm	<p>Welcome Cocktail Party - From Little Things Big Things Grow: Celebrating 22 years of Text Publishing</p> <p>Sponsored by Text Publishing:</p>	Cahoots Bar – Level 1 QT
7.30 -	<p>Free evening</p> <p>Take the opportunity to choose from the myriad of restaurants nearby. Catch up with other members or have the night off to relax.</p>	

Saturday, 28 May – Day 2

Time	Event	Location
7.30 - 10.00am	Registrations	QT Level 1 Foyer
7.45 – 9.00am	Breakfast featuring guest author presentations David Hunt , <i>True Grit</i> (Black Inc) Cosentino , <i>Anything is Possible</i> (HarperCollins)	QT Ballroom 1 – Level 1
9.00 – 9.30am	Your Voice in Government: Meet Kate Carnell, Small Business and Family Enterprise Ombudsman. Introduced and chaired by Scott Withmont, Lindfield Bookshop An opportunity to hear from and address Kate Carnell, in the newly created by the federal government role of Australian Small Business and Family Enterprise Ombudsman. In her role, Kate Carnell will help in the development of small business Commonwealth laws and regulations and act as an advocate for small to medium-size businesses and family enterprises.	QT Ballroom 3 – Level 1 <i>Open Session</i>
9.30 – 10.30am	Member Forum - Part 3 Digital Marketing with Impact Data Talkbox Presented by Josh Zarb, LEG General Manager, and the LEB team Leading Edge has invested in a digital marketing platform - Impact Data's Talkbox - a digital marketing campaign management system which allows you to design professional digital marketing communications, schedule and automate your interactions, track campaigns and review real time reporting.	QT Ballroom 3 – Level 1 <i>Members only</i>
10.30 – 10.50am	Morning Tea Sponsored by Phaidon	QT Level 1 Foyer
10.50-11.30	Supplier session - New Australian Voices Three emerging Australian authors talk about publishing their first works and finding the 'right voice' for their audience. Chaired by Kirsty Wilson, Text Publishing Sales & Marketing Director Mark Smith , <i>The Road to Winter</i> (Text) Kate Mildenhall , <i>Skylarking</i> (Black Inc) Jane Abbott , <i>Watershed</i> and <i>Elegy</i> (Penguin Random House)	QT Ballroom 3 – Level 1 <i>Open Session</i>
11.30 – 12.30pm	Best Business Ideas A conference classic: Leading Edge Books members present and share their best practice. Best Business Idea Award sponsored by Hachette Australia	QT Ballroom 3 – Level 1 <i>Open Session</i>

12.30 – 1.50pm	<p>Lunch – Buffet, featuring guest author presentations</p> <p>Melina Marchetta <i>Tell the Truth, Shame the Devil</i> (Penguin Random House)</p>	QT Ballroom 1 – Level 1
1.50 – 2.15pm	<p>Nielsen BookScan presentation</p> <p>Shaun Symonds presents yearly review of the independents market</p>	QT Ballroom 3 – Level 1 <i>Open Session</i>
2.15 – 3.00pm	<p>Supplier Session - Hachette: Literary Panel with Hachette authors</p> <p>The careers of Hachette authors Maxine Beneba Clarke, Brooke Davis, Favel Parrett and Stephanie Bishop have been effectively launched or cemented by their appearances at the Leading Edge conference. No surprises really, Leading Edge booksellers are some of the most passionate booksellers in the world. This year, we would like Leading Edge booksellers to have the chance to get to know our literary stars of 2016.</p> <p>Maxine Beneba Clarke, <i>The Hate Race</i> Rajith Savanadasa, <i>Ruins</i> Steven Amsterdam, <i>The Easy Way Out</i> Inga Simpson, <i>Where the Trees Were</i></p>	QT Ballroom 3 – Level 1 <i>Closed Session</i>
3.00 – 3.20pm	<p>Afternoon tea</p> <p>Sponsored by Hachette</p>	QT Level 1 Foyer
3.20-4.00pm	<p>Supplier session - Simon & Schuster: Reaching the Modern Customer.</p> <p>Introduction by Dan Ruffino, S&S Managing Director</p> <p>Simon & Schuster Marketing Director, Anabel Pandiella will introduce you to the new digitally-savvy consumer and show practical examples of tools and campaigns employed by S&S to reach them and influence their purchases. We'll also show you how you can implement some of these tools into your business so that you can devise your own digital marketing strategy that works for you.</p>	QT Ballroom 3 – Level 1 <i>Open Session</i>
4.00 – 4.50pm	<p>Booksellers and Publishers Panel Session: <i>Looking Towards the Future: Threats and Opportunities for Booksellers and Publishers</i></p> <p>Three Leading Edge booksellers and three publishing representatives talk about challenges and opportunities facing their businesses the next few years - from the threat of Book Depository, distribution issues and the removal of PIR; to the introduction of GST on online purchases, resurgence of physical book; diversification; new markets and new ways of promoting and reaching more customers</p> <p>Booksellers: Jenny Barry, BooksPlus, Bathurst Max Shirley, Macleans Booksellers Chris Redfern, The Avenue Bookstore</p>	QT Ballroom 3 – Level 1 <i>Open Session</i>

	Suppliers: James Kellow , HarperCollins Aviva Tuffield , Black Inc Michael Hayward , Text Publishing	
4.50 – 5.20pm	Surprise Guest The most anticipated conference session – Who will be our surprise guest for 2016?	QT Ballroom 3 – Level 1 <i>Open Session</i>
6.00 pm	Awards Dinner Shuttle bus from QT	National Museum of Australia
6.30 – 7.30pm	Pre-dinner Drinks – Sponsored by CircleSoft	Lawson Cres, Acton ACT
7.30 – 10.30pm	Awards Dinner featuring presentations from guest authors Guest author: Holly Throsby , <i>Goodwod</i> , (Allen & Unwin) in conversation with Richard Walsh, Commissioning Publisher, A&U Guest author: Herman Koch , <i>Dear Mr M</i> (Text) in conversation with bookseller Megan O’Brien, Potts Point Bookshop. Featuring Awards Presentations: <ul style="list-style-type: none"> ● 1st Time Delegate – sponsored by Allen & Unwin ● Best Business Idea – sponsored by Hachette Australia ● Publisher of the Year ● Bookstore of the Year FINALISTS – sponsored by Ingram International ● Bookstore of the Year – sponsored by Nielsen BookData 	
10.30 pm	Shuttle Bus return to QT	

Sunday, 29 May – LEB/ABA Trade Exhibition

Time	Event	Location
9.00 – 12.00pm	ABA Conference 29-30th May – see ABA agenda for details	QT Ballroom Level 1
1.00 – 5.00pm	Trade Exhibition Leading Edge Books and the Australian Booksellers Association will again present a trade exhibition featuring a range of exhibitors from trade publishers to stationery suppliers, digital technology providers to a range of non-book items. Trade Exhibition packaging for LEB members provided by Simon & Schuster	QT Ballrooms – Level 1

Many thanks to our sponsors:

Conference satchels – provided by **Penguin Random House**
Pre-dinner drinks (Awards dinner) – sponsored by **CircleSoft**
Best Business Idea – sponsored by **Hachette Australia**
Bookstore of the Year – sponsored by **Nielsen BookData**
Bookstore of the Year FINALISTS – sponsored by **Ingram International**
1st Time Delegate – sponsored by **Allen & Unwin**
Trade Show packaging – provided by **Simon & Schuster**
Friday Afternoon Tea – sponsored by **Hardie Grant**
Saturday Morning Tea – sponsored by **Phaidon**
Saturday Afternoon Tea – sponsored by **Hachette**
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