



LEB Conference 2015 Agenda

Thursday, 14 May - Optional Event

| Time | Event | Location |
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| 6.00 to 8.00pm | <p>Pre-conference Event for Members - Black Inc. and Nero Cocktail Party</p> <p>Black Inc would like to invite you to a special cocktail party to celebrate their forthcoming list, with many Black Inc, Nero and Quarterly Essay authors attending - an opportunity not to be missed!</p> | <p>Venue: Middle Fish, 122-128 Berkeley Street Carlton</p> <p><i>Enquiries to Black Inc. – christina@blackincbooks.com</i></p> |

Friday 15 May – Conference

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| 10.00 – 11.00am | <p>Registrations and morning tea</p> <p><i>Conference satchels provided by Random House</i></p> | <p>Booksellers Parkview Lounge– Level 4</p> <p>Rydges on Swanston 701 Swanston Street Carlton</p> |
| 11.00 – 11.10am | <p>Welcome and opening</p> | <p>Lygon/Rathdowne Room</p> <p><i>Open Session</i></p> |
| 11.10 – 11.30am | <p>Opening Address – Why Independents Matter</p> <p>Hachette’s Maxine Beneba Clarke – winner of the Indies Book Award - Debut Fiction.</p> | <p>Lygon/Rathdowne Room</p> <p><i>Open session</i></p> |
| 11.30 – 12.30pm | <p>Member Forum - Part 1</p> <p>Review of LEB member services, marketing activities and system upgrades</p> | <p>Lygon/Rathdowne Room</p> <p><i>Members-only session</i></p> |
| 12.30 – 1.45pm | <p>Lunch featuring guest author presentation</p> <p>Guest author: George Megalogenis (Penguin)</p> | <p>Swanston Room, Ground Floor</p> |
| 1.45 – 2.30pm | <p>Key Note Presentation: Building a Customer for Life</p> <p>Brian Walker, The Retail Doctor Group, is a leading media commentator on retail issues and a former bookstore manager. Brian will present the latest facts on retail trends globally, domestically and for independent book retailers in particular. What’s the changing role of your customer? Brian will give you practical steps on building a customer for life.</p> | <p>Lygon/Rathdowne Room</p> <p><i>Open Session</i></p> |

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| 2.30 – 3.00pm | <p>Supplier Session: Hachette - Brand & Branding</p> <p>Justin Ractliffe, Hachette Managing Director of Marketing and Publicity, shares Hachette expertise on how to construct and audit your brand identity, build brand values and manage your brand for a sustainable competitive advantage.</p> | <i>Member-only Session</i> |
| 3.00 – 3.30pm | <p>Supplier session: Gecko Press (NZ) - Creativity and Diversity in Children’s Publishing</p> <p>Guest Presenter: Julia Marshall, Director and Publisher of Gecko Press shares her experience in picking beautifully produced and diverse in subject matter books from around the globe.</p> | <i>Open Session</i> |
| 3.30 – 3.50pm | <p>Afternoon Tea</p> <p><i>Sponsored by Walker Books</i></p> | Booksellers Parkview Lounge Level 4 |
| 3.50 – 4.30pm | <p>Supplier session: Hardie Grant Publishing - So What’s Next? The future of publishing and book marketing with Hardie Grant</p> <p>Join Hardie Grant Books Chief Executive and current Copyright Agency Chairman Sandy Grant and Marketing Director Roxy Ryan as they discuss developments in the book trade in Australia and globally. How is the industry poised to make the most of this unprecedented age of change? And how does Hardie Grant see the future and what are they doing to make sure books and booksellers are not left behind?</p> | Lygon/Rathdowne Room <i>Open Session</i> |
| 4.30 – 5.15pm | <p>Supplier session: HarperCollins – Australian Voices</p> <p>Introduced by James Kellow CEO, moderated by Catherine Milne, Publisher, HarperCollins, <i>featuring Steve Carroll, Eliza Henry-Jones and Rosie Waterland</i>. This panel session is all about featuring some of the very best of Australian writing today: Steve Carroll - one of Australia’s finest writers, and most recently joint winner of the Prime Minister’s Literary Award – will talk about Australia in the late 1970s and his new novel <i>Forever Young</i>; Rosie Waterland is a social media phenomenon and author of <i>The Anti-Cool Girl</i>, a blackly comic Australian memoir for our times, a clarion call for all anti-cool girls everywhere; and wunderkind Eliza Henry-Jones, whose debut novel <i>In the Quiet</i> will break your heart and put it back together again.</p> | <i>Open Session</i> |

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| 6.00 – 7.30pm | Welcome Cocktail Party Guest author presentation: Leisel Jones, Black Inc. in conversation with Chrissie Swan. | Pool Deck Terrace |
| 7.30 - | Free evening Take the opportunity to choose from the myriad of restaurants nearby. Catch up with other members or have the night off to relax. | |

Saturday, 16 May

| Time | Event | Location |
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| 7.30 - 10.00am | Registrations | Booksellers Parkview Lounge Level 4 - Rydges on Swanston |
| 7.45 – 9.00am | Breakfast featuring guest author presentations Guest authors: Jane Caro (Macmillan) and Richard Glover (HarperCollins) | Swanston Room, Ground Level |
| 9.00 – 9.20am | Nielsen BookScan presentation Shaun Symonds presents yearly review of the independents market | Lygon/Rathdowne Room <i>Open Session</i> |
| 9.20 – 10.10am | Member Forum - Part 2 Review of LEB services, systems and marketing activities continues | Lygon/Rathdowne Room <i>Member-only Session</i> |
| 10.10 – 10.40am | Supplier Session: Penguin – When It’s Right to be Wrong Guest author, ad man and influential businessman Russel Howcroft talks about his new book - a unique look at life and creativity. In <i>When It's Right to Be Wrong</i> , Russel lets us into the Howcroft view of the world. It's not what you expect to hear, but that's hardly surprising from the man who once wanted to put a dwarf, a nurse and a monkey in the same ad. Russel Howcroft will challenge the way you look at the world. He may even make you do the wrong thing sometimes. Don't wait to be right. Do it anyway. | Lygon/Rathdowne Room <i>Open Session</i> |
| 10.40 – 11.10am | Morning Tea Sponsored by Bolinda | Booksellers Parkview Lounge |

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| 11.10 – 11.40am | <p>Supplier Session: Text Publishing - Crossing the Counter</p> <p>A lively discussion chaired by Kirsty Wilson, Text Publishing Marketing Director and a panel of booksellers turned authors.</p> <p>Authors: Miles Allison (Scribe) Readings, Trent Jamieson (Text) and Krissy Kneen (Text), both from Avid Reader.</p> | Lygon/Rathdowne Room <i>Open Session</i> |
| 11.40 – 12.10pm | <p>Supplier session: Hachette - Creating Book Buzz</p> <p>Presented by Louise Sherwin-Stark, Hachette Managing Director of Sales and Product. Hachette Australia believes that passion creates buzz and that passion and buzz sells books. In 2014 we created a lot of noise around our literary novels, with a lot of help from indie booksellers. So what worked? How did we create the buzz together? And can we do it again? We are delighted to introduce Stephanie Bishop, the author of <i>The Other Side of the World</i>, a writer already creating buzz in the indie community.</p> | Lygon/Rathdowne Room <i>Member-only Session</i> |
| 12.10 – 12.55pm | <p>Best Business Ideas</p> <p>A Conference classic - Leading Edge members present and share their best practice.</p> <p>Best Business Idea Award sponsored by TitlePage</p> | Lygon/Rathdowne Room <i>Open Session</i> |
| 1.00 – 2.15pm | <p>Lunch – Buffet, featuring guest author presentations</p> <p>Guest authors: Tom Keneally (Random House) and Gail Jones (Random House)</p> | Swanston Room Ground Level |
| 2.15 – 3.00pm | <p>Publishers and Members Panel Session – Where Do I See My Business in 5 Years?</p> <p>Five years on since the 2010 Conference session, a panel of 3 publishers and 3 booksellers discuss the changes in their businesses and predictions for the next 5 years.</p> <p>Panellists: Bill Liddelow, Boffins Bookshop, WA Fiona Stager, Avid Reader Bookstore, QLD Gavin Williams, Matilda Bookshop, SA</p> <p>Jim Demetriou, Group Sales & Marketing Director, Allen and Unwin Kieran Rogers, Sales & Marketing Manager, Affirm Press Louise Sherwin-Stark, Managing Director Product & Sales, Hachette</p> | Lygon/Rathdowne Room <i>Open Session</i> |

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| 3.00 – 3.30pm | <p>Supplier Session: Picador - Curating a Literary Imprint in 21st Century</p> <p>Picador publisher Alex Craig discusses the process of finding new Australian talent and introduces guest debut author Shirley Barrett, <i>Rush Oh!</i> Shirley Barrett's <i>Rush Oh!</i> is a gorgeous debut novel that has generated buzz here and overseas. Alex Craig will talk about the acquisition of <i>Rush Oh!</i> and introduce Shirley Barrett to talk about the novel, which celebrates an extraordinary episode in Australian history when a family of whalers formed a fond, unique allegiance with a pod of Killer whales – and in particular, a Killer whale named Tom.</p> | Lygon/Rathdowne Room <i>Member-only Session</i> |
| 3.30 – 3.50pm | <p>Afternoon Tea</p> <p>Sponsored by Circle Soft</p> | Booksellers Parkview Lounge |
| 3.50 – 4.30pm | <p>Supplier Session: Allen & Unwin – From Manuscript to Market: Making an Indie Bestseller</p> <p>Caitlin Withey, Head of Sales and Clare Meldrum, National Account Manager, will take you behind the scenes of creating a word of mouth hit. Publisher Jane Palfreyman will then lead a conversation with guest author Charlotte Wood about her extraordinary new novel, <i>The Natural Way of Things</i>.</p> | Lygon/Rathdowne Room <i>Open Session</i> |
| 4.30 – 5.00pm | <p>Surprise Guest</p> <p>The most anticipated conference session – Who will be our surprise guest for 2015?</p> | Lygon/Rathdowne Room <i>Open Session</i> |
| 6.00 – 6.15pm | <p>Celebrate Leading Edge Books 15th Conference - Awards Dinner</p> <p>Tram or easy walk to State Library of Victoria</p> | State Library of Victoria 328 Swanston St Melbourne |
| 6.30 – 7.30pm | <p>Pre-dinner Drinks – sponsored by Hachette Australia</p> | LaTrobe Reading Room |
| 7.30 – 10.30pm | <p>Awards Dinner featuring presentations from guest authors</p> <p>Guest author Steve Toltz (Penguin)</p> <p>Guest author Peter Garrett (Allen & Unwin)</p> <p>Featuring Awards Presentations:</p> <ul style="list-style-type: none"> • 1st Time Delegate – sponsored by Allen & Unwin • Best Business Idea – sponsored by TitlePage • Publisher of the Year • Bookstore of the Year FINALISTS – sponsored by JLT • Bookstore of the Year – sponsored by Nielsen BookData | Queens Hall |

Sunday, 17 May

| Time | Event | Location |
|----------------|---|---|
| 9.00 – 12.00pm | ABA Conference – see ABA agenda for details | State Library of Victoria |
| 1.00 – 5.00pm | Trade Exhibition – free to booksellers 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 | Queens Hall – State library of Victoria |

Many thanks to our sponsors:

- Conference satchels – provided by **Random House**
- Pre-dinner drinks (Awards dinner) – sponsored by **Hachette Australia**
- Best Business Idea – sponsored by **TitlePage**
- Bookstore of the Year – sponsored by **Nielsen BookData**
- Bookstore of the Year Finalists – sponsored by **JLT**
- 1st Time Delegate – sponsored by **Allen & Unwin**
- Trade Show packaging – provided by **Simon & Schuster**
- Friday Afternoon Tea – sponsored by **Walker Books**
- Saturday Morning Tea – sponsored by **Bolinda**
- Saturday Afternoon Tea – sponsored by **Circle Soft**

