



## LEB Conference 2018 PROGRAM

### Saturday, 24 March – optional pre-conference activities

Time	Event	Location
2.15 – 5.30pm	<p><b>Suggested morning activities: Salamanca Market</b></p> <p><b>A ferry ride to MONA (Museum of Old and New Art) and tour of the museum</b></p> <p>Don't miss your chance to visit Hobart's premium cultural attraction. Enjoy drinks and canapes on the MONA Roma catamaran on the way to, and back from, the museum.</p>	Mona Brooke Ferry Terminal, Franklin Wharf
6.00 – 7.30pm	<p><b>Drinks at Fullers Bookshop</b></p> <p>Come and enjoy a drink or two at the iconic Hobart bookstore. Featuring guest author presentation: <a href="#">Angelica Banks, aka Heather Rose and Danielle Wood</a></p>	161 Collins Street

### Sunday, 25 March – Conference Day 1

Time	Event	Location
10.00am –	<p><b>Registrations and morning tea</b></p> <p>Conference satchels provided by Penguin Random House</p>	Mezzanine Lobby
11.00 – 11.10am	<p><b>Welcome and opening</b></p> <p>Galina Marinov, LEB National Group Manager</p>	Grand Ballroom 2&3 Mezzanine Level
11.10 – 11.30am	<p><b>Guest author presentation: Christian White, <i>The Nowhere Child</i>, Affirm Press (July)</b></p> <p>The 2017 Victorian Premier's Literary Awards winner for an unpublished manuscript delivers the conference opening address.</p>	Grand Ballroom 2&3 Mezzanine Level
11.30 – 12.30pm	<p><b>Member forum: Review of LEB member services, marketing activities and system upgrades</b></p> <ul style="list-style-type: none"> <li>• 2017 group and market overview</li> <li>• Update on LEB services and initiatives</li> <li>• <b>Open forum</b></li> </ul>	Grand Ballroom 2&3 Mezzanine Level <b>Members Only Closed session</b>
12.30 – 12.50pm	<p><b>Guest author presentation: Gillian Triggs, <i>Speaking Up</i>, MUP (October)</b></p> <p>Former President of the Australian Human Rights Commission, Gillian Triggs, speaks of the choices she made and the principles she champions from her recent trailblazing tenure.</p>	Grand Ballroom 2&3 Mezzanine Level
12.50 – 1.30pm	<b>Buffet lunch</b>	Mezzanine Lobby
1.30 – 2.30pm	<p><b>Keynote: How to Fix the Future - The future of Books and Bookselling</b></p> <p>Andrew Keen, Internet critic, entrepreneur and author of <a href="#">How to Fix the Future: Staying Human in the Digital Age, A&amp;U (April)</a> shares his hopes and recommendations for fixing the future of books, and the role booksellers play in preserving human values in an increasingly digital world.</p>	Grand Ballroom 2&3 Mezzanine Level
2.30 – 3.00pm	<p><b>Nielsen Book: Review of 2017 and Future Trends</b></p> <p>Presented by Julie Winters, Associate Director, Nielsen Book</p> <p>A snapshot of Australian publishing and independent bookselling in the past 12 months and emerging trends and opportunities.</p>	Grand Ballroom 2&3 Mezzanine Level

3.00 – 3.45pm	<b>Marketing session: Social Selling - Converting Social Media Into Sales</b> Presented by Kate Levy, Marketing Director, Leading Edge Group Using social media to drive traffic to your store and website.	Grand Ballroom 2&3 Mezzanine Level
3.45 – 4.00pm	<b>Afternoon Tea</b> Sponsored by Melbourne Books	Mezzanine Lobby
4.00 – 4.30pm	<b>Supplier session: Text Publishing – A Gruen-style Pitch Challenge:</b> Robbie Arnott, <i>Flames (May)</i> and Katherine Collette, <i>The Helpline (September)</i> Robbie Arnott, a copywriter, and ex-bookseller, by day, and Katherine Collette, a (sewage) engineer 'pitch' their novels in an entertaining 30-minute session catered to Leading Edge booksellers. Chaired by Chris Gordon (Readings) and judged by a panel of LEB booksellers.	Grand Ballroom 2&3 Mezzanine Level
4.30 – 5.10pm	<b>Supplier Session: HarperCollins 2018 – A Novel Year:</b> HarperCollins celebrates 130 years of local publishing Introducing Harper House of Fiction authors: Trent Dalton, <i>Boy Swallows Universe</i> , (July), Felicity McLean, <i>Van Apfel Girls are Gone</i> (Sept) and John Purcell, <i>Girl on the Page</i> (Oct), Moderated by Catherine Milne.	Grand Ballroom 2&3 Mezzanine Level <b>Closed session</b>
5.10 – 5.40pm	<b>Open a Child's World - Booksellers share their passion, tips and techniques to successfully selling children's books.</b> Topics to include: store design & merchandising; using book lists and other resources, POS and marketing, product selection and diversity; working with schools. Panel include: <ul style="list-style-type: none"><li>• Scott Whitmont, Lindfield Bookshop NSW</li><li>• Jaye Chin-Dusting, Mary Martin Bookshop VIC</li><li>• Tracy Challis, Ulysses Bookshop VIC</li></ul> Chaired by Ruth Hipwell, Leading Edge Books	Grand Ballroom 2&3 Mezzanine Level
6.00 – 7.30pm	<b>Penguin Random House Welcome Drinks with special guest Tim Winton</b> Sponsored by Penguin Random House A special event with the four times Miles Franklin Award winner and the winner of the inaugural 2008 Indie <i>Book of the Year</i> Award, and author of <i>The Shepherd's Hut</i> (PRH, March). To be introduced by Ben Ball, Publishing Director, PRH Literary Adult Publishing.	Harbour View One Mezzanine Level
7.30pm –	<b>Free evening</b>	

## Monday, 26 March – Conference Day 2, Supplier Trade Show and Awards Night

Time	Event	Location
7.30 – 9.00am	<b>Breakfast, featuring guest author presentations</b> Andrew Hansen ( <i>The Chaser</i> ) and Jessica Roberts, <i>Bab Sharkey and the Animal Mummies</i> (Walker Books, May & November) present their new children's series. and Sisonke Msimang, <i>Always Another Country: A Memoir of Exile and Home</i> (Text, Oct) An inspiring presentation by TED speaker and Programme Director at The Centre for Stories.	Harbour View One Mezzanine Level
9.00 – 10.00am	<b>The Power of One Good Idea – Leading Edge Book members share their best sales and marketing ideas &amp; practice.</b> <i>Best Idea Prize – sponsored by Circle Software</i> Session includes presentations and workshops in areas of: <ul style="list-style-type: none"><li>• Marketing and merchandising</li><li>• Book clubs, event management and community engagement</li><li>• 'Responding to challenge', doing things differently ideas. <i>Session featuring the announcement of Lonely Planet window/in-store display competition winner.</i></li></ul>	Grand Ballroom 2&3 Mezzanine Level <b>Members Only Closed Session</b>
10.00 – 10.40pm	<b>Supplier session: Hachette – Podcasts from the Edge: A live podcast</b> Join Joshua Pomare, host of the monthly podcast <i>On Writing</i> and author of <i>Call Me Evie</i> (Jan 2019), in a lively and entertaining discussion with Hachette writers: Stephanie Bishop, <i>Man Out of Time</i> (Sept), Kayte Nunn, <i>The Botanist's Daughter</i> (Aug) and Joanna Nell, <i>The Single Ladies of Jacaranda Retirement Village</i> (Oct).	Grand Ballroom 2&3 Mezzanine Level <b>Closed Session</b>

10.40 – 11.00am	<b>Morning tea</b> Sponsored by <b>Gardners</b>	Mezzanine Lobby
11.00 – 12.00pm	<b>Author Speed Dating: Discover New and Diverse Voices</b> Get to know your favourite 2018 authors in an interactive hour of speed-dating style presentations. Featuring: <ul style="list-style-type: none"><li>• Scribe: <a href="#">Kate Wild, Waiting for Elijah (July)</a></li><li>• Scribe: <a href="#">Jill Stark, Happy Never After: Why the happiness fairytale is driving us mad (and how I learned to flip the script) (Aug)</a></li><li>• Ventura: <a href="#">Angela Meyer, A Superior Spectre (Sept)</a></li><li>• Pantera Press: <a href="#">Lynette Noni, Wisper (May)</a> and <a href="#">We Three Heroes: The Medoran Chronicles (Sept)</a></li><li>• Pantera Press: <a href="#">Meg Gatland-Veness, I Had Such Friends (Sept)</a></li><li>• Hardie Grant: <a href="#">Kate Rosmanith, Small Wrongs (June)</a></li><li>• Hardie Grant Egmont: <a href="#">Jeremy Lachlan, Jane Doe and the Cradle of All Worlds (Aug)</a></li><li>• Fremantle Press: <a href="#">Chris Ferreira, A Place in the Country (May)</a></li></ul>	Grand Ballroom 2&3 Mezzanine Level
12.00 – 12.30pm	<b>Supplier Session: Simon &amp; Schuster presents Kristina Olsson, Shell (Oct)</b> The first book in S&S new local Scribner list. Get behind the story of <b>Shell</b> with S&S Publishing Director Fiona Henderson in conversation with Kristina Olsson; be the first to see the cover design; receive a limited, signed edition and learn how to be in the running for winning a trip to Book Expo America 2018.	Grand Ballroom 2&3 Mezzanine Level <b>Closed Session</b>
12.40 – 1.00pm	<b>Author Q&amp;A: Chris Hammer, Scrublands (A&amp;U, July)</b> Hear from the author of 'one of the biggest debuts of 2018' - a brilliant mix of page-turning plot, unforgettable characters, and an evocation of the Australian landscape – in conversation with Jane Palfreyman.	Grand Ballroom 2&3 Mezzanine Level
1.00 – 5.00pm	<b>Supplier Trade Exhibition</b> including buffet lunch <a href="#">Flat pack boxes provided by UBD</a> <b>3.30pm Afternoon tea</b> <b>4.30pm Sparkling Happy Hour</b> – <a href="#">sponsored by JLT</a> and featuring the announcements of <ul style="list-style-type: none"><li>• Winner of Passport for Profit draw – <a href="#">sponsored by Barcode Solutions</a></li><li>• Winner of the Best Trade Stand competition</li></ul>	Federation Ballroom Mezzanine Level
6.30 – 10.30pm	<b>LEB Conference 2018 Awards Dinner - Celebrating 10 Years of Indie Book Awards</b>	<b>Glen Albyn Estate, 400 Channel Hwy, Taroona TAS</b> (20 mins drive from central Hobart)
6.30 – 7.15pm	<b>Pre-dinner Drinks</b> – <a href="#">sponsored by Ingram</a>	
7.15 – 8.30pm	<b>Indie Book Awards 2018 Ceremony</b> featuring guest authors - Category and Book of the Year winners <ul style="list-style-type: none"><li><b>Book of the Year</b> – <a href="#">sponsored by Affirm Press</a></li><li>Fiction Award – <a href="#">sponsored by Pan Macmillan</a></li><li>Non-Fiction Award – <a href="#">sponsored by Allen &amp; Unwin</a></li><li>Debut Fiction Award – <a href="#">sponsored by Hachette</a></li><li>Children's Award - <a href="#">sponsored by Bloomsbury Australia</a></li><li>Young Adult Award – <a href="#">sponsored by Text Publishing</a></li><li>Illustrated Non-Fiction – <a href="#">sponsored by Thames &amp; Hudson</a></li></ul>	Buses leave from hotel at 6pm
9.10 – 9.30pm	<b>Guest author presentation: Kon Karapanagiotidis, The Power of Hope, (HarperCollins, July)</b>	
9.30 – 10.30pm	<b>Conference Annual Awards</b> <ul style="list-style-type: none"><li>• 1<sup>st</sup> Time Delegate draw – <a href="#">sponsored by Hachette</a></li><li>• Winner of Best Business Idea – <a href="#">sponsored by Circle Software</a></li><li>• Winner of free 2018 Conference registration</li><li>• <b>Publisher of the Year and Small Publisher of the Year</b></li><li>• <b>Bookstore of the Year – Metro</b> - <a href="#">sponsored by Nielsen</a></li><li>• <b>Bookstore of the Year – Regional</b> - <a href="#">sponsored by Nielsen</a></li></ul>	
10.30	<b>Dinner Close</b>	Buses leave from venue at 10.30pm

## Tuesday, 27 March – Conference, Day 3

Time	Event	Location
7.45 – 9.00am	<p><b>Store owners and managers working breakfast: Strategies to Improve Your Store's KPIs.</b> A panel of Leading Edge booksellers share best practice. Topics to include: Results from group benchmarking survey; Managing your inventory to optimise stock turn; Returns management; Upselling and other strategies to improve conversion rate; Improving your gross profit margin and more. Panel include:</p> <ul style="list-style-type: none"> <li>• Jay Lansdown, Constant Reader NSW</li> <li>• Anna Low, Potts Point Bookshop NSW</li> <li>• Ross Dillon, Dillons Norwood Bookshop SA</li> </ul> <p><i>Chaired by Kevin Young, Not Just Books TAS</i></p>	Harbour View One Mezzanine Level  <b>Members Only</b> <b>Closed Session</b>
9.00 – 9.30am	<p><b>Supplier Concurrent Sessions – Choose from:</b></p> <p><b>Publishing Poetry – Magabala Books presents <i>False Claims of Colonial Thieves</i>,</b> <i>Charmaine Papertalk Green</i> and <i>John Kinsella</i> (via Skype) discuss the most talked about poetry book of 2018 - a rare collaboration between Indigenous and non-Indigenous poets. <i>Moderated by Anna Moulton, CEO Magabala Books.</i></p> <p><b>OR</b></p> <p><b>Bolinda Audio Sales – The Rise and Rise of Audiobooks</b> Immerse yourself in all things audiobooks, be reminded how amazing audiobooks are and be inspired to listen to your first ever audiobook! <i>Presented by Rebecca Herrmann, Bolinda founder &amp; co-CEO and FutureBook Leader of the Year 2017.</i></p>	Grand Ballroom 2&3 Mezzanine Level  Harbour View One Mezzanine Level
9.30 – 10.30am	<p><b>Industry Forum: Supply Chain in Time of Amazon</b> A Q&amp;A-style forum addressing the most pressing for the industry distribution and supply issues in time of increased competition from online retailers. Panel of industry representatives include:</p> <ul style="list-style-type: none"> <li>• Kaye Wright, Penguin Random House and UBD</li> <li>• Louise Sherwin-Stark, Hachette and ADS</li> <li>• Darren Kelly, HarperCollins and HEDS</li> <li>• Warwick Schaffer, Circle Software</li> <li>• Debbie Lee, Ingram Lightening Source</li> <li>• Bruce Powell, TitlePage/APA</li> </ul> <p><i>Chaired by: Gavin Williams, Matilda Bookshop, SA</i></p>	Grand Ballroom 2&3 Mezzanine Level
10.30 – 10.45am	<p><b>Morning tea</b> <i>Sponsored by Brolga Publishing</i></p>	Mezzanine Lobby
10.45 – 11.15am	<p><b>Supplier session: Allen &amp; Unwin presents - Standing Up, Speaking Out and Fighting Back</b> Jane Palfreyman chairs an inspiring session with outspoken authors <i>Bri Lee, Eggshell Skull (June)</i>, <i>Gabrielle Stroud, Teacher (July)</i>, and <i>Clementine Ford, Boys Will be Boys (October)</i>.</p>	Grand Ballroom 2&3 Mezzanine Level
11.15 – 12.10pm	<p><b>Closing keynote: Reinventing the Store Experience</b> A forward looking and practical session from a specialist retail consultant on global retail trends; innovative store designs and formats; ways independent booksellers can compete with online retailers and what the 'bookstore of the future' might look like. <i>Guest presenter: Beverley Chambers, Numensa Retail Consulting</i></p>	Grand Ballroom 2&3 Mezzanine Level
12.10 – 12.40pm	<p><b>Conference Highlight: Surprise Guest – DO NOT MISS!</b></p>	Grand Ballroom 2&3 Mezzanine Level
12.40 – 1.15pm	<p><b>Conference close and buffet lunch</b></p>	Mezzanine Lobby
1.15 – 1.45pm	<p><b>Advisory Committee meeting and election of new Chair</b></p>	Grand Ballroom 2&3 Mezzanine Level