

# BOLOGNA CHILDREN'S BOOK FAIR



IMMERSE  
YOURSELF  
IN CHILDREN'S  
CONTENT

8-11 APRIL  
2024  
BOLOGNA  
ITALY



## BOLOGNABOOKPLUS

The fourth edition of the general adult trade arm of Bologna Children's Book Fair is back with new contents and initiatives: the new Audio Forum, the Self-Publishing and the role of AI

BOLOGNABOOKPLUS  
TRADING FOR GENERAL PUBLISHERS  
EXHIBIT | TRAINING | CONTENT



The general adult trade arm of the acclaimed Bologna Children's Book Fair, BolognaBookPlus, is now finalising plans for a comprehensive range of offers for all exhibitors and visitors in April. Created in partnership with, and supported by, the **Italian Publishers Association (AIE)**, BBPlus has a host of partners around the world, all working to promote the opportunities on offer.

Now in its fourth year, this newer addition to the global roster of book fairs is making its mark. Exhibitors can avail of many flexible opportunities: for their booths; catalogue; online; sponsorship; networking; events, and the new look Bologna Rights Centre. This year the Bologna Rights Centre is open to all general trade and children's agents plus exhibiting publishers. The pavilion of Italian publishers is expanded to accommodate more companies and incorporates a new theatre.

As ever with a book fair, BolognaBookPlus showcases current – and future – trends, insights, opportunities and challenges of today's general publishing industry. As such, the huge growth in **Audio Publishing**, **English Language Exports** and **AI's** role in general publishing are at the forefront of the discussion forum within the content programme.

For the visitor to the fair this spring, there is so much to enjoy and learn. In addition to the participating exhibitors, there are three training events focusing on important publishing sectors: rights; author representation and self-publishing.

***How to Sell Rights and Understand Licensing in Children's Books*** takes place on the eve of the fair, Sunday 7 April, aimed at those starting off in their roles. Last year's event sold out, testimony to the excellent speakers and content. Attendees will learn about copyright; book fairs; how to sell; licensing and contracts.

***Call Your Agent: How to Become a Successful Literary Agent***, 9 April, explains this often-misunderstood part of the book world. For most, it's not clear how to get started in author representation, and many go into it having worked first in



**Bologna:**  
three global events  
for the international  
rights and licensing  
trading

Con il sostegno di | With the support of



madeinitaly.gov.it



ITALIAN TRADE AGENCY  
ITA®  
Ministry of Foreign Affairs  
and International Cooperation  
ITA® Agency part of a network of Italian  
Consulate Generalities and Italian Trade  
Centres

# BOLOGNA CHILDREN'S BOOK FAIR



IMMERSE  
YOURSELF  
IN CHILDREN'S  
CONTENT

8-11 APRIL  
2024  
BOLOGNA  
ITALY



publishing. This comprehensive half day event will explain how the publishing industry works, the work agents do, the role of literary scouts and how to get started.

**Self-Publishing: How to Succeed in Italy and Abroad** is now a two-day event, helping attendees to navigate the many choices open now to aspiring authors, including a focus on day one on honing their writing. Each afternoon offers a choice of workshops, allowing attendees to delve into the topic of their choosing.

A new addition in the ever-popular seminar programme is the **Audio Forum**, 10 April 2024. An impressive range of big names in global audio publishing will consider different markets; podcasts; voices from the diaspora; children's audio and more. A highlight will be an in-conversation with Amanda D'Acierno, president audio, Penguin Random House, USA. In addition to the Forum itself, the initiative also features a space on the show floor entitled **Audio HQ**.

**The Translation Forum** returns, Wednesday 10 April, focusing on trends, a spotlight on Taiwan, and marketing books in translation.

Other highlights in the seminar programme include topical themes: AI; the Italian market; book jacket design; English language exports; images and accessibility, and more.

BBPlus continues to shine a light on jacket design in general trade publishing. The **Jackets Off** exhibit will this year look at the classic **War and Peace**, and consider various jacket iterations from a range of countries and cultures. A new initiative in April is **Talking Pictures**, a new award for visual books where the best visual books from Ukraine will be showcased and discussed. *Talking Pictures*, is curated by Hamelin and Steven Guarnaccia (renowned New York City-based author, illustrator, and designer).

2024's **Author Ambassador** is award-winning illustrator, and author, **Neil Packer** whose new book, 'La Parabola del Panificio Indipendente', is published by CameloZampa in April. A winner of the prestigious BolognaRagazzi Awards in 2021, Neil has – among a long and prize-winning career - illustrated many titles for London's Folio Society, including Heller's *Catch 22*, Gabriel Garcia Marquez' *One Hundred Years of Solitude* and Umberto Eco's *The Name of the Rose*. Neil famously worked with Jim Kay to produce illustrations for *Harry Potter and the Order of the Phoenix: Illustrated Edition*. Last year Neil illustrated Shakespeare's *The Complete Plays* for the new Folio limited edition, published to celebrate the 400<sup>th</sup> anniversary of the First Folio.



**Bologna:**  
three global events  
for the international  
rights and licensing  
trading

Con il sostegno di | With the support of



madeinitaly.gov.it



ITALIAN TRADE AGENCY  
ITA®  
Ministry of Foreign Affairs  
and International Cooperation  
ITA® Agency for the promotion of Italian  
Internationalization and Export Support