



FOR IMMEDIATE RELEASE

## BOLOGNABOOKPLUS ANNOUNCES 2023 CONFERENCE PROGRAMME HIGHLIGHTS WITH INDUSTRY LEADING VOICES AND INDUSTRY ESSENTIAL TOPICS PLUS 2023 AUTHOR AMBASSADOR LOYD GROSSMAN

**Bologna, (DATE TBC): BolognaBookPlus**, the general trade arm of Bologna Children's Book Fair, has today announced the first tranche of its content programme for 2023, with internationally recognised author, broadcaster and cultural campaigner **Loyd Grossman** spearheading the programme as this year's Author Ambassador.



Loyd Grossman is an entrepreneur, author and broadcaster, well-known for presenting TV programmes including MasterChef, Through the Keyhole and Behind the Headlines. He has a lifelong interest in history, heritage and the arts, receiving a PhD from the University of Cambridge and serving on the board of cultural institutions including English Heritage, the British School at Rome and the Public Monuments and Sculpture Association. He is Chairman of The Royal Parks, President of The Arts Society and a Fellow of the Royal Historical Society.

With a schedule of events that includes an 'in conversation' with UK Publisher and book industry columnist **Richard Charkin**, Loyd will be the keynote speaker for the **Call Your Agent** training programme on **Tuesday 7 March**, in which he will draw on his experiences of working successfully with agents throughout his career.

Among other activities, Loyd will participate in a platform interview with Guest Director **Jacks Thomas** on the significance of culture and (particularly) books in an increasingly digital world.

He will be presenting an award at the Bologna Ragazzi Award Ceremony and will be in conversation with Professor of History and International Studies, **Mark Gilbert**, to take place in the penthouse space at Johns Hopkins SAIS University in the city centre. **Loyd Grossman said:** *'With my lifelong interest in Italian art and history, I am delighted to be invited as Author Ambassador for this year's BolognaBookPlus. I look forward to meeting publishing experts from across the globe as well as the opportunity for insightful discussion both in and outside of the fair with the industry and academic world in Bologna.'*

Already firmly established, the BolognaBookPlus content programme will showcase a host of internationally renowned industry faces, including **Jamie Hodder-Williams** (Bedford Square Publishers); **Tracy Phillips** (Group Rights Director, Hachette Children's Group); agents **Lora Fountain** (Lora Fountain Literary Agency) and **Valentina Colombo** (Phileas Fogg Agency), alongside the popular return of **Debbie Bibo** (Debbie Bibo Agency) and **Luigi Bonomi** (LBA.)

A series of curated events and training programmes will take place from **Monday 6 to Thursday 9 March**.

These will be complemented by the wider seminar programme and will be targeted at a general trade audience. As in previous years, the programme will be anchored by an overview of the Italian Book Market delivered by Italian Publishers Association (AIE) on the opening morning.

The established **How to Sell Rights and Understand Licensing in Children's Books** will take place on the day preceding the fair, **Sunday 5 March**. Chaired by **Tracy Phillips**, it is aimed at those starting out in rights, contracts and licensing in children's publishing. Delivered by rights experts, this half-day event offers excellent training in the fundamentals, including copyright, IP, licensing, merchandising and the selling process.

**How to Self-Publish in Italy and Abroad (Monday 6 and Tuesday 7 March)** will include one day on the craft of writing and a second on self-publishing. It will feature popular topics such as marketing and promotion, together with market updates on UK and Italian opportunities for self-published authors. Nielsen BookData will make an entrance, with their Head of Professional Services **Clive Herbert** discussing the UK market. Other new elements will include sessions on writing for screen, comics, crime, children's and sport led by such hugely experienced writers as **Chiara Beretta Mazzotta** (also an editor, scout, broadcaster and creator of Edday, a course platform dedicated to publishing and narrative writing).

The pioneering **Call Your Agent: How to Become a Successful Literary Agent** with new chair **Jamie Hodder-Williams**, will return for a second edition with a global first – a session on the role of scouts (**Tuesday 7 March**), packed with practical advice on required skills, getting started and rights/contracts essentials. Delving into the complex world of literary representation, this trailblazing programme will equip attendees with the fundamental tools and knowledge needed to become a successful literary agent. Speakers will include **Luigi Bonomi, Lora Fountain, Valentina Colombo** and **Rosalind Ramsay** (RR Scouting).

With illustration firmly at Bologna's core, BolognaBookPlus is delighted to welcome back two key events showcasing design brilliance from across the globe. **Book Jacket Design: Celebrating the Best of the Best** will this year take a deep dive into the inaugural **Market of Honour**, Greece, and **Jackets Off!** will examine the different interpretations of George Orwell's contemporary classic 1984 across cultures and languages. Once again curated by illustration and design specialists Mimaster, these two events will take place **Wednesday 8 March** and **Thursday 9 March** respectively.

And finally, a rich seminar programme will be threaded throughout, supported by returning partners Aldus Up, the International Publishers Association (IPA), the Federation of European Publishers (FEP) and the European and International Booksellers Federation (EIBF). Topics will include essential industry issues such as sustainability, diversity, freedom of speech, bookselling, translation, AI and illustration. As the **Market of Honour**, Greece will be represented across the programme.

**Jacks Thomas, Guest Director for BolognaBookPlus said:** *'BolognaBookPlus continues to establish itself and expand, which this year's programme aptly illustrates with the return of established perennials such as the rights and self-publishing events alongside the global growth area of agenting and scouting. Complemented by the first Market of Honour, Greece, the BolognaBookPlus 2023 edition continues to build a rich programme that tackles pertinent international book industry topics and stimulates essential debate on how to take the industry forward sustainably. Having author Loyd Grossman, whose career and influence is global, and whose work across the arts is internationally recognised, flying the flag for authors at BolognaBookPlus is a real gift. We are looking forward to welcoming everyone to BolognaBookPlus and the city itself in March.'*

## **Notes to Editors:**

### **BOLOGNA**

Three global book events - run by BolognaFiere - for international rights and licensing trading take place annually, side-by-side, in the eponymous Italian city where culture meets style and commercial relationships are created.

### **BolognaBookPlus (BBPlus)**

BolognaBookPlus was launched in 2020 by BCBF/BolognaFiere, in collaboration with the Italian Publishers Association (AIE), to reach a general publishing audience via a three-day exhibit, training and conferences - among other opportunities - taking place alongside the acclaimed Bologna Children's Book Fair **6-9 March 2023**. Working closely with the Bologna team, BolognaBookPlus is led by Jacks Thomas as Guest Director, supported by a UK team.

### **Bologna Children's Book Fair (BCBF)**

The Bologna Children's Book Fair is the world's leading trade show dedicated to the children's publishing and content industry, attracting **1,500 exhibitors** and around **30,000 professional visitors** from around **100 countries**. BCBF celebrates its **60th year in 2023**. It brings a unique and diverse global audience, every year to Bologna (Italy) made of publishers, agents, developers, illustrators, authors, booksellers, librarians and all the other professionals involved not only in the book, but also in the multimedia and licensing businesses for children's content.

### **BolognaFiere**

BolognaFiere S.p.A. is a leading European exhibition organizer with over 85 events. As a world leader in trade shows across a number of different sectors—including art, children's publishing, cosmetics, agribusiness, construction and design—BolognaFiere has developed a cutting-edge portfolio of international exhibitions in key North American and Asian markets, including China with eight exhibitions already established.

### **Associazione Italiana Editori (AIE)**

AIE is the trade association of Italian publishers – and foreign ones operating in Italy – of books, journals, and digital publishing products and contents.

AIE is a member of FEP (Federation of European Publishers), IPA (International Publishers Association) and Confindustria.

AIE represents, on a national and international level companies producing editorial content and it also constitutes an attentive and updated observatory of the reading habits, as well as of cultural and educational consumption necessary for the growth of Italy.