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**BOLOGNABOOKPLUS 2025:  
MOVING THE AI DIALOGUE TO THE NEXT LEVEL:  
Inspiration, Practical Information and Insights  
to Help Publishers Navigate a New Era**

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*London, Bologna: Friday 17 January 2025:* The Age of AI has arrived! BolognaBookPlus 2025 proudly presents its first **AI Summit**. This Day 2 event on Tuesday 1 April boasts an international line-up of speakers at the cutting edge of this new age of opportunity for the publishing industry. Offering an essential roadmap for embracing AI, this timely addition to the annual trade book fair is set to inspire, educate, and empower publishers, equipping them with the insights and tools needed to thrive and overcome challenges in an era defined by artificial intelligence.

With speakers drawn from around the world, the Summit will offer a global overview, sharing lessons learned, aspirations and experience of this defining new age of publishing. The roster includes: **Chantal Restivo-Alessi**, Chief Digital Officer, HarperCollins; **Andrea Giunti Lombardo**, Vice President, Giunti Editore S.P.A.; **Nancy Traversy**, CEO, Barefoot Books; and **Nadim Sadek**, co-founder, Shimmr AI and author of AI in Publishing book, 'Shimmer, Don't Shake'.

Sessions will address critical topics such as:

- Strategic AI adoption
- Practical publishing tools
- Content discovery innovations
- Branding in an AI-driven landscape

Artificial intelligence is rapidly reshaping how publishers approach creativity, operations and reader engagement. From workflow optimisation to audience engagement, the programme aims to inspire publishers to view AI as a collaborative partner in creativity and operational excellence. Speakers will provide actionable insights on leveraging AI to enhance profitability, strengthen author relationships, and differentiate businesses in a competitive market.

The sessions are structured to build on each other, helping attendees to embrace AI with confidence, implement it responsibly, and harness its transformative potential for publishing.

**Chantal Restivo-Alessi, HarperCollins** says: *“I am looking forward to the AI Forum at BolognaBookPlus 2025. Publishing is changing rapidly, and AI is the latest technological advancement the industry is incorporating in its business while remaining considerate and respectful of all stakeholders and rights involved. There is always so much to learn from each other, both our old and new partners, in this new journey.”*

**Nadim Sadek, Shimmer AI** adds: *“The AI Summit at BolognaBookPlus 2025 is more than a conference – it's a pivotal moment of transformation. We're not just discussing technology – we're mapping the future of publishing. AI isn't something happening to our industry – it's a collaborative tool that will amplify human creativity, streamline our workflows, and connect us more deeply with readers. This forum is about empowerment – giving publishers the insights, strategies, and confidence to lead in an AI-enhanced landscape.”*

**Jacks Thomas, Guest Director, BolognaBookPlus** comments: *“AI informs so much of our lives, and we are privileged to be at the vanguard of the next phase for our industry. Publishing has always risen to the challenges of new technologies and seized the opportunities offered. I look forward to learning from the experts, with copyright protection central to the discussion and to welcoming a new age of creativity.”*

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## NOTES TO EDITORS



### About Bologna

Three global book events for international rights and licensing trading take place annually in the eponymous Italian city where culture meets style and commercial relationships are created. BolognaBookPlus, Bologna Children's Book Fair, Bologna licensing Trade Fair.

**BOLOGNA  
BOOK  
PLUS**



EXHIBIT  
TRAINING  
CONTENT  
TRADING FOR  
GENERAL  
PUBLISHERS

### About BolognaBookPlus (BBPlus)

BolognaBookPlus is an initiative for professionals in the general book industry launched in 2021 by BCBF/BolognaFiere, in collaboration with the Italian Publishers Association (AIE), to expand the scope of the Bologna Children's Book Fair by reaching out to a wider audience in the field of publishing with an exhibition space, training events, conferences and prizes for book design.



**BOLOGNA  
CHILDREN'S  
BOOK  
FAIR**

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

Bologna Children's Book Fair is the world's leading trade fair dedicated to publishing and content for children. Attended by 1,500 exhibitors, it attracts around 30,000 visiting professionals from almost 100 countries. Now in its 62<sup>nd</sup> edition, each year BCBF attracts an international public of publishers, agents, developers, illustrators, authors, booksellers, librarians and other professionals involved not only in the book industry, but also in multimedia and children's content licensing.

### **About Bologna Licensing Trade Fair Fair/Kids (BLTF/Kids)**

The Bologna Licensing Trade Fair/Kids is the leading Italian and European licensing event specifically for brands for children, teens and young adults. The event is aimed at fostering relationships between the worlds of publishing and consumer goods. BLTF/Kids is extending its activities to connect various different media by hosting two of BCBF's key initiatives: the TV/Film Rights Centre and the brand new Games Business Centre. In 2025, the event is holding its 18<sup>th</sup> edition and is an integral part of the Bologna Children's Book Fair (BCBF).

### **About BolognaFiere**



BolognaFiere S.p.A. is one of the leading international trade fair organisers with an exhibition portfolio of more than 100 events organised both directly and in partnership each year at the Bologna Exhibition Centre and in 10 countries in Europe, Asia and America, spanning various sectors such as art, publishing, cosmetics, agri-food and design.