

Reaching New Markets

A Guide to Developing a Successful BME Strategy

Reaching New Markets will look at ways that librarians, publishers and retailers can work together to grow the book market, promoting black and minority ethnic (BME) authors and targeting a multi-ethnic audience.

Come along to The Bookseller and The Reading Agency joint seminar.

- Find out about the real size and value of the BME market
- Hear new research findings from The Reading Agency and HarperCollins into reading, borrowing and buying habits of BME readers
- Discover how this market is set to evolve in the future
- Listen to what initiatives are under way between libraries, publishers and retailers in targeting this market today
- Identify the product gaps in the BME market
- Hear a panel discuss the hot BME issues of today

Who should attend?

- Senior publishers / editors
- Book retailers
- Librarians
- Marketing directors
- Publicity directors
- Agents



Chair:
Rageh Omaar,
broadcaster and writer

Speakers include:

Jo Prior, marketing and publicity director, **Penguin**
Catherine Hunt, head of media and insight, **HarperCollins**
Amanda Ridout, managing director, general books, **HarperCollins**
Samenua Seshier, Director, **Decibel**
Debbie Hicks, director of research, **The Reading Agency**
Mary Fitzpatrick, diversity executive, **BBC**
Anjna Rahja, managing director, **Media Moguls**
Alistair Spalding, formerly of **Borders**
Vivian Archer, independent book retailer, **Newham Bookshop**
Jessica Huie, press consultant, **Max Clifford Associates**

Book your seat now

22nd November 2007, 2.00p.m. – 6.00p.m.

Registration is from 1.30p.m.

Followed by drinks

Rich Mix, London E1 6LA

Early-bird special rate:

Book before 20th October for a discount rate of £115 (+VAT)
Standard price per ticket is £125 (+VAT)

Further discounts available for group bookings (three or more attendees)

For more information about booking, contact

Sally Greetham at sally.greetham@bookseller.co.uk
or call on 020 7420 6028

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