

INTRODUCTION TO BOOKSELLING



Wednesday 23rd October 2019

Dublin

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You'll find out how to:

- Create a strong business
- Understand bookshop finances
- Deal with the day-to-day tasks in the bookshop
- Gain customer loyalty

∴ "A fantastic and informative day.
 ∴ A must for anyone considering
 ∴ starting a bookshop."
 ∴ Caitlin, 2018 delegate

ABOUT THIS COURSE

This course has been designed to provide a thorough grounding in every aspect of bookselling so that you can operate efficiently and profitably from the very beginning. It is a must if:

- you are considering purchasing a bookshop
- you are a bookseller who has recently set up in business
- you have a new member of staff who needs an introduction to the practicalities of bookselling

- ∴ It will look in detail at the essential elements that go to make a profitable retail business – the all-important profit & loss and stock control.
- ∴ Having grasped the business fundamentals, attention is turned to the product itself – exploring the key areas within the booktrade.
- ∴ You will also look at resources available to booksellers, and look at the events which make up a professional bookseller's life.

- ∴ Running your bookshop with passion and making sure customers come back to you time and again is vital to the success of your business. You will find out how to make your shop a part of your community and a unique and desirable destination.
- ∴ Above all, this is an opportunity to network with other new to the trade and to benefit from the experience of a highly successful bookseller.

YOUR TUTOR

Your tutor for this course is **Patrick Neale of the award-winning bookshop Jaffé & Neale Bookshop and Café, Chipping Norton, England.** Patrick writes: *Having worked on a farm all my youth I was delighted to run away and read philosophy and history at Kent University. I then completed the Sainsbury's Management Trainee course over 18 months. This gave me a great insight into the machinations of the retail world.*

After that I joined Waterstone's in Bath and worked with some inspiring and enthusiastic managers. I ended up assisting in the opening of numerous stores and managed branches in Covent Garden, Lancaster, Watford and Glasgow.

The Glasgow superstore had 100 staff and a turnover of £5.5m. It traded from 8 am to 10 pm, seven days a week. There were at least two author events a week and a number of drunks to deal with (customers and staff).

In 2001 I took over the Bookshop Chipping Norton with my partner Polly. We have developed this business and in 2006 moved to new premises and opened a café, art gallery and gift concession within the new bookshop. We won Independent Bookshop of the Year in 2007 and continue to seek new opportunities to differentiate ourselves from other booksellers/suppliers.



THE TIMETABLE

10.00 Coffee/Introduction

- All about Patrick
- The aims of the course

10.40 Icebreaker

- Delegates introduce themselves and talk about their favourite bookshop

11.00 The Book Market: The Facts

- The vital line between success and failure

12.00 Journey of the Book

- Introducing all the keys areas of the booktrade
- The resources available to the bookseller

12.30 Good Retailing Leads to Great Bookselling

- Creating a strong business foundation
- Understanding profit & loss and stock control

1.00 LUNCH

1.30 Developing Revenue Streams

- Guest booksellers, Dawn Behan and Janet Hawkins, discuss:
 - Accessing grants
 - Other streams of income including school books and stationery

2.00 A Day in the Life...

- Patrick and guest booksellers, Dawn Behan and Janet Hawkins, discuss the events in a busy day of a bookseller, including:
 - Reps
 - Authors
 - Returns
 - Staff matters
 - Shop security
 - Customers

3.00 Customer Loyalty

- Your passion and a USP = loyal customers

4.00 Q&A/Group Discussion

- Summary

4.30 CLOSE

With grateful thanks to the sponsor, An Post, places on this course are just €49 each including lunch (usual cost €260).

For further details contact Pippa Halpin on 00 44 207 421 4670

or pippa.halpin@booksellers.org.uk

To book a place, fill in the form below.

Name

Company

Address

Tel

Email

Dietary Requirements

Payment Methods

- Cheque for €49** payable to The Booksellers Association
- Credit card** (please note we do not accept Amex or Diners Club)

Type of Card

Card number

Name on card

Expiry date

Security code

Billing address (if different from above)

Send payment and booking forms to: The Booksellers Association, 6 Bell Yard, London WC2A 2JR
Email: pippa.halpin@booksellers.org.uk

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