INTRODUCTION TO BOOKSELLING 2027

THURSDAY 4 FEBRUARY 2027

To be held exclusively online via zoom

You'll find out how to:

- Create a strong, viable business
- Understand and manage bookshop finances
- Put together your opening stock order
- Deal with the day-to-day tasks in the bookshop

ABOUT THIS COURSE

The BA's flagship Introduction to Bookselling course has been running for more than twenty years. It was 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 opening a bookshop
- you are a bookshop owner 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, particularly the all-important profit & loss and stock control. Your tutor will outline the context of the book industry within which you'll be operating, its challenges and opportunities. And you'll learn how best to establish your business' unique identity, and how to connect with your local community of customers. You'll also hear from a bookseller who has very recently opened their own shop.

Please note that the course is conducted exclusively via Zoom, rather than in person. Numbers are strictly limited, and the course will not be recorded.

YOUR TUTOR



Your tutor for this course is Patrick Neale of the award-winning bookshop Jaffé and Neale Bookshop and Café, Chipping Norton.

Patrick writes: *Having worked on a farm all my youth, I read philosophy and history at the University of Kent, then completed the Sainsbury's Management Trainee course.*

I joined Waterstone's in 1988 and managed branches in London, Lancaster, Watford and Glasgow.

In 2001 I took over The Bookshop Chipping Norton with my partner (now wife) Polly. We developed the business, moving to new, larger premises in 2006 and adding a café. We won Independent Bookshop of the Year in 2007 and continue to seek new opportunities to connect with and delight our existing customers and reach new ones.

"I would highly recommend this course to anyone considering opening a bookshop. I learnt so much on the day and feel encouraged and inspired. It's also very reassuring that the Booksellers Association can provide continuing support to new start-ups. Knowledge sharing is so important in an uncertain world." **Attendee from February 2023 course**

THE TIMETABLE

09.30
Introductions

09.45
BA Services:
How the Booksellers Association can support you and your bookshop

10.00
The Book Market Today:
Should you enter this market?

10.30
The Journey of the Book:
From author to customer via printer, publisher, distributor and bookseller

11.00
Break

11.10
Good Retail, Great Bookselling:
Creating a strong business foundation

11.45
Questions Part 1

12.20
Lunch

01.00
Bookshop Video Tour

01.15
Batch and BatchLine
Stock management systems

01.30
Guest Speaker:
A chance to hear from a bookseller who opened their shop relatively recently

02.00
A Day in the Life of a Bookseller

02.45
Questions Part 2

03.30
CLOSE

The course fee is £165 (including VAT) per person. Course attendees also receive a free copy (normal price £35) of the BA publication, *Starting a Bookshop*. The book is available exclusively as a PDF.

For further details, please contact Kate Gunning:
kate.gunning@booksellers.org.uk

To book a place, please fill in the form below or send the equivalent information in an email to Kate.

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Company (if relevant)

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Telephone 07891 572770

Email boblangdon@gmail.com

Company VAT Number (if relevant) 303801740

Payment Methods

BACS (if you are unable to pay by BACS, please email kate.gunning@booksellers.org.uk)

For UK BACS Transfers:
Bank Name: HSBC Bank plc
Account Name: BAUKI LTD
A/c No: 92774054
Sort code: 40-22-26
SwiftBIC: HBUKGB4104L
Iban: GB72HBUK40222692774054

For Irish BACS Transfers:
Bank Name: HSBC Bank plc
A/c No: 83919446
Sort code: 40-12-76
BIC: HBUKGB4B
IBAN: GB50HBUK40127683919446

Email booking forms to:
kate.gunning@booksellers.org.uk

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