

ibg newsletter

IBG Events Training

Wednesday 8th September 2010

Bertrams, Norwich 9.30am - 5pm

Following on from the success of our IBG Events Training on Tuesday 27th July, I'm delighted to announce that we will be holding another training day, devised by Bertrams and facilitated by Jo James (ex-Waterstone's Events Manager) exclusively for IBG members, for which you should have now received your invitation.

The two main elements of this are training and help in booking authors for events in independent bookshops this autumn.

The training session will be held at Bertrams in Norwich on Wednesday 8th September and is completely free of charge.

The day will begin at 9:30am and close at 5pm. Places will be available on a first come, first served basis. The training is extensive and contains a wealth of valuable information including;

- Writing pitches to publishers and getting hold of authors
- Setting Up & Running Events
- Writing Press Releases
- Dealing with the Press and Media

For a full overview of our previous training day see page 2.

IBG October Bestsellers

The top 10 titles for October as chosen by you were:

Ranking	Isbn	Title	Author	RRP
1	9781444720778	Mrs Fry's Diary	Mrs Stephen Fry	£ 9.99
2	9781444705386	Out of the Woods....	Gervase Phinn	£ 14.99
3	9781847081469	Life Class	Diana Athill	£ 12.99
4	9780297859673	And Furthermore	Judi Dench	£ 20.00
5	9780715336298	Wise Words and Country Ways Weather Lore	Ruth Binnie	£ 9.99
6	9780297860273	The Hairy Bikers 12 Day of Christmas	Dave Myers/Si King	£ 20.00
7	9780141039770	Rumpole at Christmas	John Mortimer	£ 8.99
8	9781849900362	Coast: Our Island Story	Nicholas Crane	£ 18.99
9	9780091937713	Lambert's Railway Miscellany	Anthony Lambert	£ 12.99
10	9781848543973	A Long Lunch	Simon Hoggart	£ 20.00

Bertrams Christmas Trade Show and IBG Showcase Event Sunday 3rd October 2010

We are pleased to announce details of this year's Christmas Trade Show, to be held on Sunday 3rd October 2010 at the Heritage Motor Centre in Gaydon, Warwickshire for which you should have received your invitation.

The day will centre around the launch of our Christmas catalogue with a further range of great titles for Christmas on display, along with a fantastic selection of backlist titles and non-book products, plus special author guests.

There will be enhanced discounts available on the day for all attendees, plus exclusive offers for IBG members. The day will commence at 10:30am, with a three course lunch at 1pm and ending at around 4pm. The event is free for Bertrams customers to attend.

To reserve your free place at this year's Christmas Trade Show please complete and return your booking form by Monday 30th August. There is a restriction on the number of attendees we can accommodate so places will be allocated on a first come, first served basis. Confirmation will be sent by return, with full agenda details and directions prior to the event. If you would like to be able to bring your child with you, given this is a week-end event, we are pleased that we can accommodate limited numbers of children at the venue, again on a first come, first served basis. Please make any requests using the booking form.



Allan Mallinson, Simon Hoggart & Andrew Roberts speaking at our 2009 Trade Show

IBG Events Training – A great success

Tuesday 27th July saw our first IBG Events Training Day which was a great success as voted by the 25 independent booksellers who attended.

A full day's training was provided by former Waterstone's Events Manager, Jo James. The attending booksellers took away a comprehensive manual on planning and management of author events and signing sessions, as well as a list, described as 'gold dust' by one of the booksellers present, of hundreds of authors, their availability and publisher contact details, helping booksellers to set up events this autumn and beyond.



Guest speakers included Gyles Brandreth, who gave a fantastically hilarious speech from an author's perspective on ensuring a successful event; and Lorna Payne, Principal Librarian at the Norwich Millennium Library, who gave insights into the opportunities for bookshops to collaborate with local libraries.

Polly Jaffe, of the Jaffe & Neale Bookshop in Chipping Norton, one of the bookseller attendees, commented: "This was a really useful day. Jo's knowledge and enthusiasm shone through and the author events listing

is going to be immensely useful. It's fantastic that Bertrams was able to put all this together."

Simon Edwards, proprietor of the Little Ripon Bookshop said, "Thanks so much for a really thorough and inspiring course last week. I have now read the manual and looked over my notes and I think it is probably the most directly useful course I have been on in years. Totally focussed on giving the necessary info booksellers need to [deliver] author visits. Some of the content I had painstakingly deduced from talking to several experienced booksellers over the last year but there were some real gems which I did not know and which will be v useful."

Bertrams Buying & Marketing Director Chris Rushby commented: "We knew a number of our customers wanted help with the business of putting together an events programme, but we weren't sure how many. Not only was the session a success, but it was significantly oversubscribed, leading us to running another one in September."

Forum Membership - New members required for 2011

Just a reminder that we are looking to recruit two new Forum members for 2011 to give independents a voice and to act as an advisory panel on behalf of the wider IBG membership.

Whilst we have a strong and dedicated Forum, we feel it only fair to open up the Forum to the wider IBG membership. Our aim is to rotate two Forum members each year to give IBG members the chance to put themselves forward and keep the IBG evolving with fresh and exciting ideas and views. Forum membership involves regular communication with the Bertrams IBG team, advising Bertrams on their thoughts towards new initiatives, monthly title selection and attendance of quarterly Forum meetings at Bertrams in Norwich.

Whilst we appreciate this is a lot to expect of busy booksellers, we hope this is something you are excited about and feel you can contribute to.

**If you are interested in becoming a Forum member for 2011
please email ibg@bertrams.com by the 31st August 2010**

Forthcoming Promotions

Due to light publishing schedules for November and December, we will be combining the months and will have a joint November/December IBG offer. The list will still contain 20 adult titles and 10 children's titles and the usual minimum order quantity will remain at 20 books.

The title details will be launched on Thursday 26th August and we would ask that all orders be returned to Bertrams by Wednesday 8th September. Those members who do not return their order form by this date will automatically have one copy of each title from the traditional IBG list added to their dues.

IBG Children's October Bestsellers

The top 5 October IBG Children's titles as chosen by you were:

Ranking	Isbn	Title	Author	RRP
1	9780141333199	Raymond Briggs's Christmas Little Library	Raymond Briggs	£5.99
2	9780571219698	New & Collected Poems for Children	Carol Ann Duffy	£9.99
3	9781846169380	The Orchard Book of Hans C Andersens Fairy Tales	Martin Waddell	£12.99
4	9780141326801	Trixie	Nick Butterworth	£ 6.99
5	9780385604796	Boys Don't Cry	Malorie Blackman	£10.99