

BOLOGNA BOOK PLUS



EXHIBIT
TRAINING
CONTENT
TRADING FOR
GENERAL
PUBLISHERS



GET IN TOUCH!

Twitter, Instagram, Facebook, LinkedIn:
@bognabookplus

bognabookplus@bognafi.it

BOLOGNA BOOK PLUS



EXHIBIT
TRAINING
CONTENT
TRADING FOR
GENERAL
PUBLISHERS

An event by



With the support of



BOLOGNA BOOK PLUS



EXHIBIT
TRAINING
CONTENT
TRADING FOR
GENERAL
PUBLISHERS

An event by



In partnership with



6-9 March
2023

Bologna launched **BolognaBookPlus (BBPlus)** in 2020. It is a brand extension of the pre-eminent Bologna Children's Book Fair (BCBF), aimed at a general trade audience and was launched in collaboration with the Italian Publishers Association (AIE).

March 2023 offers flexible exhibiting opportunities; training; hosted bookseller and publisher programmes; strategic partnerships, and a topical seminar programme, all building on the success of the first in-person event in 2022.

PARTNERS



Associazione
Italiana
Editori
1869



ALDUS|UP
EUROPEAN BOOKFAIRS' NETWORK



Co-funded by the
Creative Europe Programme
of the European Union



international
publishers
association





EXHIBIT @BBPLUS

BolognaBookPlus aims to give general trade companies an opportunity to expand their reach across Europe and beyond, through a variety of exhibiting packages.

BolognaBookPlus, run by experienced industry professionals, is a welcome addition to the Spring trading calendar, allowing those who traditionally visit BCBF additional opportunities for their general trade colleagues.

Packages range from 'space only' options, turnkey 'turn up and trade' stands, through to rights tables in the new combined children's and general adult trade rights centre. BCBF exhibitors wanting to expand their reach with stands in the BBPlus area will also receive a discount.



RIGHTS @BBPLUS

Buying and selling rights activity is the beating heart of the book fair.

The Bologna Rights Centre hosts those exhibitor publisher rights professionals across the industry, trading rights in both adult and children's publishing.

Global Rights Exchange (GRE) is a dedicated rights trading platform, enabling exhibitors and visitors to continue to showcase, discover and trade rights across the world, and throughout the year.

'How to Sell Rights and Understand Licensing in Children's Publishing' is one of suite of training events, taking place on the eve of the fair, Sunday 5 March 2023. It is the definitive training for all those wishing to get into rights, or in their first role.

HOW TO SELL RIGHTS AND UNDERSTAND LICENSING IN CHILDREN'S BOOKS 5 MARCH 2023

This training event will ensure understanding of copyright, the cornerstone of copyright, and the essential steps of rights selling. It will consider thoroughly those all-important essentials: copyright, rights, contracts, and how to start selling - all with a sharp focus on children's IP.

The training will be delivered by children's rights experts with proven experience in selling rights and licensing for children's books across many territories and markets.



AGENTS @BBPLUS

Literary Agents represent a vital community for the fair. The Bologna Rights Centre is their primary home, where they sell rights, build relationships, and promote their authors' brands.

For those wishing to get into this side of the business, one of the suite of training events on offer is 'Call Your Agent: How to Become a Successful Literary Agent', taking place 7 March 2023.

CALL YOUR AGENT: HOW TO BECOME A SUCCESSFUL LITERARY AGENT 7 MARCH 2023

Literary agents and scouts are a very important element of the publishing realm. Literary agents represent writers, assisting them in obtaining publishing contracts, and negotiating the best terms for those contracts. The focus on the business side of publishing, but offer their writers creative guidance too. It is not always evident how to start off in this arena. In the past you typically needed agency or publishing experience.

This unique training event is aimed at those who are thinking of a career in literary representation, are in the early stages of working in this area, or wish to set up and agency or scouting business. Topics covered include the role of the agent; how publishing works; how to find authors; scouting and success case studies.



TRANSLATION @BBPLUS

Translation rights are bought and sold in the Bologna Rights Centre and on exhibitors' stands, enabling stories and information to travel the world.

Our annual 'Business of Translation Forum' looks at the trends in sales of translated books; hot topics in the world of translation; grants and prizes; selling and promoting translated books and provides a sharp focus on selected language areas by of case studies.

SEMINARS @BBPLUS

A topical seminar programme takes place throughout the fair. It considers the challenges and opportunities facing the industry through 45 minute seminars led by industry names from across the globe. Themes covered in 2022 included the business of translation; accessibility; the Italian Book Market; supply chain and bookselling challenges.

Submissions to be considered for this programme are open with a 16 December Deadline.



DESIGN AND ILLUSTRATION @BBPLUS

Jackets Off! Is a competition to put design in general trade publishing at the heart of the business of books. Now in its third year, the showcase will be centred around one title published across many international editions. 2022's title was the international bestseller, 'The Handmaid's Tale', Jackets Off examined the different interpretations of this contemporary classic across cultures and languages. 2023's iteration will be announced very soon.

Book Jacket Design: Celebrating the Best of the Best is an international award and showcase for jacket design in general trade publishing. Created in 2022, the resultant showcase at the fair celebrated the best jackets from five selected countries for a book published between January 2020 and December 2021: China; Poland; Ireland; Canada; UAE.

The winner was 'Lichenstein's Raster' (Warstwy), cover design by Joanna Jopkiewicz, Poland. March 2023 will showcase the best titles published between January 2021 and December 2022.

HOW TO BE SUCCESSFUL IN GENERAL TRADE JACKET DESIGN AND ILLUSTRATION 9 MARCH 2023

New for 2023, this training event will consider how to start off in book jacket design and illustration; how to develop your style; find clients, and hone your style and image.



AUTHORS SEMINARS @BBPLUS

BBPlus celebrates authors through its Author Ambassador programme. 2022's holder of the title was Michele Roberts, following in the footsteps of Victoria Hislop, 2021's author. The chosen author attends the fair, speaking at seminars and events and represents success and international publishing.

2023's Author Ambassador will be announced Autumn 2022.

SELF-PUBLISHING @BBPLUS

Learning how to self-publish one's own work can be an overwhelming process for the uninitiated, given there are many companies offering platforms and services. Understanding the commercial side, rights, distribution, marketing and social media is vital to navigate this route to market. BBPlus offers a comprehensive training event How to Self-Publish in Italy and Abroad, taking place 6 March 2023. Attendees from the 2022 event described it as a 'thorough explanation, and lots of practical advice to make the right decisions for my book'.