



# BolognaBookPlus 2021

## The BBPlus Events Programme

BolognaBookPlus is an initiative launched to run in parallel with the acclaimed Bologna Children's Book Fair, aiming to reach a wider professional audience across the global publishing industry. It comprises a one-day industry conference, Forging Forward; a rights training course, a translation forum, and a self-publishing conference, an author ambassador programme, and a Dante 700 feature event.

*Please see attached programme for the Forging Forward Conference.*

In this inaugural year of BolognaBookPlus, the sister event to BCBF aimed at the general trade market, we are delighted to present our fully online conference and events programme:

- **Forging Forward: The Pandemic - An Interruption, or an Opportunity to Rethink Headline Conference** – Monday 14<sup>th</sup> June, full-day.  
How the global publishing industry builds the future inclusively, accessibly, sustainably and profitably. Coming out of Covid lockdowns, there are many changes, challenges and opportunities. The conference will showcase global best practice to underpin the future success of publishing both traditional and new.
- **Reboot**  
Tuesday 15<sup>th</sup> June, morning  
ReBoot is a series of events that focuses on the immediate future of the publishing industry. In partnership with BolognaBookPlus, the June workshop will present new models to conceptualize publishing processes and business.
- **How to Sell Rights & Understand Children's Licensing**  
Tuesday 15<sup>th</sup> June, afternoon  
This new rights and licensing training course will ensure that attendees gain a full understanding of copyright and the essential steps of rights selling. The conference is aimed at all Rights Professionals whether they are just starting off or in their first year or two and 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.
  - Introduction
  - Copyright: the rights selling cornerstone
  - Understanding the range of rights and co-edition categories and which are right for your titles.
  - The all-important contract: what should be included and how to negotiate.
  - The selling process: from research and databases to book fairs and Zoom.
  - Licensing, merchandising and other opportunities.
  - Networking session
- **How to Self Publish in Italy**  
Wednesday 16<sup>th</sup> June, morning

This half-day conference will focus on the variety of publishing paths available to aspiring authors.

Designed to allow authors the opportunity to find the best publishing route for their work, and how to promote and sell it successfully, it is the ideal first step for new authors. The conference will be led by speakers from Italy and beyond, with impressive experience in publishing, marketing and selling.

- Introduction
  - Improving your writing style and honing your vision.
  - The all-important editing process: structural and copy-editing.
  - Choosing the right platform.
  - Marketing, Promotion, Networking and PR.
  - Copyright, rights, and legal matters
  - Business basics: budget; contract; sales
  - Q&A
- **Author Ambassador Event – Victoria Hislop in conversation with Alexandra Shulman.**  
Tuesday 15<sup>th</sup> June, 6.30pm CET  
Internationally bestselling author Victoria Hislop takes to the virtual stage as this year's Author Ambassador. She will speak about her first children's book *Maria's Island* with author and journalist Alexandra Shulman.
  - **Annual Literary Translation Forum**  
Wednesday 16<sup>th</sup> June, afternoon  
Building on the strong foundations of BCBF's own translation programme for the world of children's publishing, BolognaBookPlus is proud to present its 2021 forum for a wider publishing audience, looking at translated literature in general publishing. We are delighted to partner with **Words without Borders**, USA.

The intent is to create a lasting community of professional translators and those interested in learning more about the art of this crucial element of international publishing.

- Who Gets to Translate? Inclusivity & Diversity in Literary Translation
- Translation Slam: Italian/English

- **Dante 700 - An event celebrating Dante and his global contemporary literary greats.**  
Wednesday 16<sup>th</sup> June, 6.30 CET  
Dante remains one of Italy's most important cultural exports. His work is a landmark in Italian literature and continues to inspire writers and readers around the world. As we mark 700 years since the writer's death here in Bologna - home to the world's oldest university where he studied - BBPlus welcomes speakers from around the world to take a look at the impact of Dante's work, his contemporaries, and the global landscape of literature during his lifetime.
- **Jackets Off!**  
Friday 17<sup>th</sup> June, afternoon  
The BolognaBookPlus Jacket Design Showcase and Review for General Trade Publishing Designers Under 35

BolognaBookPlus, the new initiative serving the general trade publishing sector, launched in 2021 alongside the Bologna Children's Book Fair, is delighted to be working with Mimaster Illustrazione on an exciting online book jackets exhibition comprising 75 quality designs.

These published covers will each be accompanied by the illustration ‘journey’ of sketches and illustrations that take us to the published design. Five leading experts in this field will be calling in the designs from illustrators and designers under 35 years old.

With a keen eye on how the designs work in both the physical and digital worlds, the exhibition promises to be a swoop across the globe of the best visuals the international industry offers.

## Gateway Events

The following three keynote events are designed to set the scene for the virtual Fair. The first two events will be available to all Forging Forward delegates to watch on demand as part of their conference ticket.

- **Copyright Symposium in partnership with the IPA**  
**Protecting the book market: strategies, challenges & best practices on copyright enforcement**  
Monday 7<sup>th</sup> June  
Law enforcement agencies, copyright authorities and publishers all play a key role when it comes to combatting infringement to protect the book market.  
  
The objective of this panel is to discuss enforcement from practical, legal and regulatory perspectives, applied to the book sector. In a context of best practice, the speakers will share their experiences and raise awareness about the importance of strengthening regulatory frameworks and investing in specialized authorities and infrastructure to effectively address copyright enforcement, especially in the online world.
- **State of the Nations: An Executive Roundtable**  
Wednesday 9<sup>th</sup> June
- **24 Hour Portfolio Review Marathon**  
11.59 Friday 11<sup>th</sup> June - 11.59 Saturday 12<sup>th</sup> June  
Capturing the essence of BCBF’s 60 year history, and the spirit of co-operation and community across the children’s publishing, this round-the-world tour will see 24 publishers & agents from different countries give a 1 hour showcase of 10 illustrators.  
This event returns for a second year on Saturday 12th June as a gateway to the Fair. This exciting, global event encapsulates the spirit of BCBF – co-operation, collaboration and community.

## **Forging Forward: The Pandemic - An Interruption, or an Opportunity to Rethink**

**In partnership with the IPA and the AIE**

**Co-chairs Bodour Al Qasimi and Richard Charkin**

### **Programme**

- Welcome and Introductions.
- Welcome Conference chairs.
- Keynote Address
- Changing Reading Habits and Securing the Next Generation of Readers: What, and how they will be Reading, and the Place of Technology.
- Keynote
- Equality in Education: Has the Pandemic Changed the Role of Publishing?
- Keynote
- Sustainability and a Viable Future for Publishing. Navigating the Roadmap and Timing for a better future.
- Company Spotlight
- Taking Local Content Global: The Secret of Success in Building Global Audiences and Content across Media and Geographies.
- Innovation: Staying in Business, Forging Forward and Making a Profit.

### **On demand webinar stream included in the Forging Forward Programme**

- **State of the Nations: An Executive Roundtable**

On demand

Five CEOs reflect on the last year with all the challenges and opportunities that presented themselves. They discuss business life in a post-pandemic world and share views on what they might stop doing and what they might start doing more of...

- **Audio Publishing: Covid's Impact and Moving on to Greater Growth & Success**

On demand

In partnership with the Audio Publishers Association, USA and chaired by Michele Cobb its Director.

Speakers from the growing audio world discuss the many opportunities, the challenges, and the impact of this past pandemic year. Included also are highlights of their 2021 consumer survey data.

- **Accessibility in Publishing**

On demand

The 2025 European Accessibility Act brings significant change with financial and legal implications for the book publishing ecosystem.

As the date of implementation is on the horizon, the time for the publishing supply chain to prepare is NOW! Any publisher or online retailer wishing to sell their books into Europe, needs to start making changes to their website, platform and app to comply with the new legislation. Find out what this means for you and how you can take practical steps to making your content more accessible to a wider readership and be compliant for the new Act.

- **A Decade of Diversity in Children's Books: The Past, Present and Future**

On demand

Four children's book publishers discuss diversity and inclusion in the children's sphere, where it is so important to sow the seeds of inclusivity. Different publishing strategies from around the world will be considered, with particular emphasis on successes, and also on the work still to be done.

- **Copyright Symposium in partnership with the IPA**

**Protecting the book market: strategies, challenges & best practices on copyright enforcement**

On demand

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The objective of this panel is to discuss enforcement from practical, legal and regulatory perspectives, applied to the book sector. In a context of best practice, the speakers will share their experiences and raise awareness about the importance of strengthening regulatory frameworks and investing in specialized authorities and infrastructure to effectively address copyright enforcement, especially in the online world.

- **Liberating the book PR tour: How the Pandemic has opened up the world.**

On demand