

Bologna  
Licensing  
Trade  
Fair



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## EXCITING NEW AUDIO FORUM ANNOUNCED BY BOLOGNABOOKPLUS AND BEAT TECHNOLOGY AS A CORNERSTONE OF CONTENT PROGRAMME FOR APRIL 2024

*Building on its content and training success in the past three years, BolognaBookPlus (BBPlus) is proud to announce a new Audio Forum, in partnership with Beat Technology, focusing on this significant international publishing growth area.*

**Bologna, London, Frankfurt October 2023:** BolognaBookPlus offers a host of training conferences, forums, and a seminar programme, in addition to its exhibiting opportunities, annually, in Spring, covering rights selling, agenting, self-publishing, translation and more. A new **Audio Forum**, created in partnership with **Beat Technology**, will enhance the offering, providing a considered discussion of the growth and future of audio publishing, looking in particular at diaspora voices and podcasts. It will take place Wednesday 10 April 2024 in the BolognaBookPlus theatre at the Fiere.



**Commenting on the development, Nathan Hull, Beat Technology says:** *'BolognaBookPlus's interest in the the world of audio shines through. To have a dedicated audio forum underlines this commitment - and it does so at such an important juncture in the growth of the format internationally. With such opportunity and complexity in this space, having the possibility to partner with the organisers directly, and shape something informative, educative and provocative, is a genuine privilege. The programme we're pulling together is exemplary and our hope is that attendees walk away inspired, energised and equipped with a renewed confidence in this burgeoning format.'*

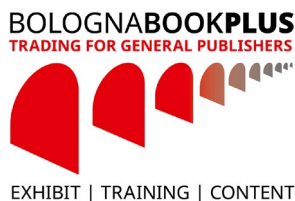
**Jacks Thomas, Guest Director, BolognaBookPlus, adds:** *'Being a book lover in the 21st century offers a fabulous choice of media and formats through which to enjoy narrative, knowledge and commentary. As developments in the audio market continue apace, BolognaBookPlus is delighted to partner with one of the most innovative players to present a diverse, in-depth forum exploring the challenges and opportunities of bringing content to market across the world.'*

The unique training event for agents and scouts will return in 2024. **Call Your Agent: How to Become a Successful Literary Agent** outlines how to become an agent and gain authors; the role of the scout; managing relationships and how author representation works in regions around the world.

**How to Sell Rights and Understand Licensing in Children's Books** has become a stalwart, taking place on the eve of the fair, 7 April 2024. Those new or in the early days of rights selling and buying will learn the important cornerstone of copyright; contracts; working book fairs successfully; licensing and more.

The annual **Translation Forum 2024** will focus on the marketing and promotion of translated books, and successful case studies.

Last year's seminar programme, with standing room only, covered the important issues challenging the publishing world, including AI; studies of particular markets; illustration and design; and sustainability in publishing. Those wishing to submit a proposal for the BBPlus seminar programme can now [do so via the website](#). The deadline is 16 December 2023.



**NOTES TO EDITORS:**

**About Bologna**

Three global book events for international rights and licensing trading takes place annually in the eponymous Italian city where culture meets style and commercial relationships are created.

**About BolognaBookPlus (BBPlus)**

BolognaBookPlus was launched in 2020 by BCBF/BolognaFiere, in collaboration with the Italian Publishers Association (AIE), to reach a general publishing audience via a three-day exhibit, training and conferences- among other opportunities- taking place alongside the acclaimed Bologna Children’s Book Fair 8-11 April 2024. Working closely with the Bologna team, BolognaBookPlus is led by Jacks Thomas as Guest Director, supported by a UK team.

**About Bologna Children’s Book Fair (BCBF)**

The Bologna Children’s Book Fair is the world’s leading trade show dedicated to the children’s publishing and content industry, attracting 1,500 exhibitors and around 30,000 professional visitors from around 100 countries. BCBF celebrates its 60th year in 2023. It brings a unique and diverse global audience, every year to Bologna (Italy) made of publishers, agents, developers, illustrators, authors, booksellers, librarians and all the other professionals involved not only in the book, but also in the multimedia and licensing businesses for children’s content.

**About Bologna Licensing Trade Fair/Kids (BLTF/Kids)**

The BLTF/Kids is an integral part of the Bologna Children’s Book Fair. Located at the heart of the fair, the 6th edition will be held from 6-9 March 2023. Bringing together the major international licensing and entertainment players, BLTF/Kids features more than 600 brands, the Licensing Retail Lounge, the Fashion Product Showcase, and an area dedicated to Licensees looking for new retail deals.

**About BolognaFiere**

BolognaFiere S.p.A is a leading European exhibition organizer with over 85 events. As a world leader in trade shows across a number of different sectors – including art, publishing, cosmetics, agribusiness, construction and design – BolognaFiere has developed a cutting edge portfolio of international exhibitions in key Russian, North American and Asian markets, including China with eight exhibitions established to date.

**About Beat Technology**

Based in Bergen, Norway, Beat Technology powers leading audiobook, ebook and podcast services for publishers and book retailers. Servicing 1.5 million unique users with over 3 million titles, these platforms include: Norway (Fabel), Germany (Skoobe), Netherlands (Fluister), Adlibris (Sweden/Finland), Romania (Audiotribe), Poland (Volume), Canada (Legible), Greece (Jukebooks) and Africa (AkooBooks). It is also Gardner’s technology partner internationally.



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