

BOLOGNA CHILDREN'S BOOK FAIR



IMMERSE YOURSELF IN CHILDREN'S CONTENT

8-11 APRIL
2024
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BOLOGNABOOKPLUS

The fourth edition of the general adult trade arm of Bologna Children's Book Fair is back with new contents and initiatives: India in the Limelight, the new Audio Forum, the Self-Publishing and the role of AI

BOLOGNABOOKPLUS

TRADING FOR GENERAL PUBLISHERS
EXHIBIT | TRAINING | CONTENT



The general adult trade arm of the acclaimed Bologna Children's Book Fair, BolognaBookPlus – created in partnership with, and supported by, the **Italian Publishers Association (AIE)** – has a host of partners around the world, all working to promote the opportunities on offer.

Now in its fourth year, this newer addition to the global roster of book fairs is making its mark. Exhibitors can avail of many flexible opportunities: for their booths; catalogue; online; sponsorship; networking; events, and the new look Bologna Rights Centre. Again this year, the Bologna Rights Centre is open to all general trade and children's agents plus exhibiting publishers. The Italian Publishers Pavilion is expanded to accommodate more companies and incorporates a new theatre.

As ever with a book fair, BolognaBookPlus showcases current – and future – trends, insights, opportunities and challenges of today's general publishing industry. As such, the huge growth in **Audio Publishing, English Language Exports** and **AI's** role in general publishing are at the forefront of the discussion forum within the content programme.

For the visitor to the fair this spring, there is so much to enjoy and learn. In addition to the participating exhibitors, there are three training events focusing on important publishing sectors: rights; author representation and self-publishing.

How to Sell Rights and Understand Licensing in Children's Books takes place on the eve of the fair (7 April, Sala Concerto, 1.45-6.00 pm), aimed at those starting off in their roles. Last year's event sold out, testimony to the excellent speakers and content. Attendees learn about copyright; book fairs; how to sell; licensing and contracts.

Call Your Agent: How to Become a Successful Literary Agent (9 April, BBPlus Theatre, 10.00 am-12.45 pm), explains this often-misunderstood part of the book world. For most, it's not clear how to get started in author representation, and

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many go into it having worked first in publishing. This comprehensive half day event explains how the publishing industry works, the work agents do, the role of literary scouts and how to get started.

Self-Publishing: How to Succeed in Italy and Abroad (8 April, Sala Concerto, 09.30 am-5.30 pm; 9 Aprile, Sala Concerto 09.30 am-6.00 pm), is now a two-day event, helping attendees to navigate the many choices open now to aspiring authors, including a focus on day one on honing their writing. Each afternoon offers a choice of workshops, allowing attendees to delve into the topic of their choosing.

A new addition in the ever-popular seminar programme is the **Audio Forum** (10 April, BBPlus Theatre, 2.15-4.40 pm). An impressive range of big names in global audio publishing considers different markets; podcasts; voices from the diaspora; children's audio and more. A highlight is an in-conversation with Amanda D'Acerno, president audio, Penguin Random House, USA. In addition to the Forum itself, the initiative also features a space on the show floor entitled **Audio HQ**.

As a new entry in BBPlus programme, we are delighted to honour India this year with **"India in the Limelight"**: an initiative that showcases the rich and prodigious publishing scene in this large and important market, as well as an opportunity of learning more about its book industry with National Book Trust as a key strategic partner. The Indian stand is at the centre of BolognaBookPlus, and their presence - inaugurated with the event **"India in the Limelight Opening Ceremony: Painting a Picture for a Bright Indian Future"** (8 April, India stand, BBPlus, 12.15-12.35 pm) - is complemented by a series of seminars, discussions and networking.

The Translation Forum returns (10 Aprile, BBPlus Theatre, 10.00-11.50 am), focusing on trends, a spotlight on Taiwan, and marketing books in translation. Other highlights in the seminar programme include topical themes: AI; the Italian market; book jacket design; English language exports; images and accessibility, and more.

BBPlus continues to shine a light on jacket design in general trade publishing. The **Jackets Off** exhibit this year looks at the classic **War and Peace**, and considers various jacket iterations from a range of countries and cultures. A new initiative in April is **Talking Pictures**, a new award for visual books where the best visual books from Ukraine are showcased and discussed. *Talking Pictures*, is curated by Hamelin and Steven Guarnaccia (renowned New York City-based author, illustrator, and designer).

2024's **Author Ambassador** is award-winning illustrator, and author, **Neil Packer** whose new book, 'La Parabola del Panificio Indipendente', is published by Camelozampa in April. A winner of the prestigious BolognaRagazzi Awards in 2021, Neil has – among a long and prize-winning career - illustrated many titles for London's Folio Society, including Heller's *Catch 22*, Gabriel Garcia Marquez' *One Hundred Years of Solitude* and Umberto Eco's *The Name of the Rose*. Neil famously worked with Jim Kay to produce illustrations for *Harry Potter and the Order of the Phoenix: Illustrated Edition*. Last year Neil illustrated Shakespeare's *The Complete Plays* for the new Folio limited edition, published to celebrate the



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400th anniversary of the First Folio. Neil Packer stars in **“Author Ambassador Neil Packer In Conversation”** (9 Aprile, BBPlus Theatre, 2.00-2.30 pm).

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