
The acclaimed Audio Forum returns to BolognaBookPlus for its second year and Tom Benjamin announced as Author Ambassador 2025

*London/Bologna XXX November 2024: Pottermore Publishing, Penguin Random House, Hachette/Audiolib, Arabookverse and Bonnier UK will be among those represented on the BolognaBookPlus stage on Wednesday 2nd April 2025. **Ann Scantlebury, Lance Fitzgerald, Laure Saget, Ahmed Rewihel** and **Jon Watt** will be following in the footsteps of last year's stellar line-up at the standing-room only 2024 event. Once again, BolognaBookPlus has partnered with Beat Technology's Nathan Hull to curate this timely Forum, showcasing the continuing rise of the ever-growing and accessible route to books, and the industry's embrace of new audiences.*

Giving a sneak preview of the calibre of speakers promised for this popular event, **Nathan Hull** says: *'Following the packed theatre, enthusiastic responses and feedback from last year's inaugural Audio Forum at BolognaBookPlus, I'm thrilled we're back for 2025. The industry's and public's fervour for audio has continued unabated, so expect a schedule stacked with leading industry names, international publishing houses and studios to highlight, debate and celebrate audiobooks in all their glory.'*

First published during the pandemic, **Tom Benjamin's** Bologna-based Daniel Leicester detective series will be on show to the world when its creator takes on the mantle of **Author Ambassador 2025**. Published by Constable, Little, Brown and agented by Bill Goodall, The Bill Goodall Agency, Tom's books are the must-read for all explorers of Bologna, whether in-person, or from an armchair. Bologna and its restaurants, bars, buildings, history and personalities are brought to life through the pages of these six critically acclaimed mysteries, with a seventh on the way. Praised by the UK press, *The Times* applauded his vivid sense of place, while *The Daily Mail* declared him in "the first division of crime writers". To celebrate the social, historic, gastronomic and eye-opening insights that Tom's books offer the reader, BolognaBookPlus is delighted that award-winning illustrator, author and Italophile, **Neil Packer** will be illustrating a map with some of the watering holes and eateries featured in Tom's evocative books.

Tom Benjamin comments: *'I'm delighted to be the BolognaBookPlus Author Ambassador 2025, and in the city so close to my heart and books. My series is as much about unravelling the mystery of Italy as those tackled by Daniel, which is partly why I think it struck such a chord with readers.'*

Jacks Thomas, Guest Director, BolognaBookPlus adds: *'The speakers, the talent, the issues and the debate on offer through BolognaBookPlus go some way to explain its continuing growth in both size and influence. As a hub for lifting the lid on industry achievements and challenges, it is wonderful to welcome cutting-edge curation partners*

such as Nathan Hull from Beat Technology and the creative talents of one my own reading highlights of 2024, Tom Benjamin. The icing on the cake is for us to be established long enough to be able to welcome back previous BolognaBookPlus stars such as Neil Packer. Watch out for the 'Benjamin Bologna Bars and Beyond' mini-guide, before making any important decisions for fun at Bologna 2025!

For all media enquiries contact jane@janeactonpr.co.uk

NOTES TO EDITORS



About Bologna

Three global book events for international rights and licensing trading take place annually in the eponymous Italian city where culture meets style and commercial relationships are created. BolognaBookPlus, Bologna Children's Book Fair, Bologna licensing Trade Fair.

**BOLOGNA
BOOK
PLUS**



EXHIBIT
TRAINING
CONTENT
TRADING FOR
GENERAL
PUBLISHERS

About BolognaBookPlus (BBPlus)

BolognaBookPlus was launched in 2020 by BCBF/BolognaFiere, in collaboration with the Italian Publishers Association (AIE), to reach a general trade publishing audience via a three-day exhibit, training and conferences - among other opportunities - taking place alongside the acclaimed Bologna Children's Book Fair 31 March – 3 April 2025. Working closely with the Bologna team, BolognaBookPlus is led by Jacks Thomas as Guest Director, supported by a UK team.



**BOLOGNA
CHILDREN'S
BOOK
FAIR**

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 over 30,000 professional visitors from over 100 countries. BCBF brings a unique and diverse global audience to Bologna (Italy) annually, comprising publishers, agents, developers, illustrators, authors, booksellers, librarians and all professionals involved in the multimedia and licensing businesses for children's content.

About Bologna Licensing Trade Fair 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, 18th edition will be held from 31st March to 3 April 2025, 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 Licencees looking for new retail ideas.



Bologna
Licensing
Trade
Fair

About BolognaFiere



Bologna Fiere S.p.A is a leading European exhibition organizer with over 85 events annually. 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 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 Gardners' technology partner internationally