

# LONDON AUTHOR FAIRO ●

## DIGITAL PROGRAMME

authoright.



# Welcome



Dear Attendee,

I am excited to welcome you to the London Author Fair – the first innovative conference for all authors. Ever. I hope that you are starting to feel part of something special and that you will have a really fantastic day on Friday.

At Authoright, the founders of the London Author Fair, our aim was to create a dedicated annual event for authors – unpublished, self published, traditionally published and hybrid. As the creative force in the publishing world, we are all in this together and there is much that we can learn from one another. The days when the traditionally published author had it all have gone; most of us are in the same boat. And so it's important that we, as authors, understand the business of books and the nuts and bolts of what it takes to publish. What's more, we hope that the London Author Fair will act as a forum for people to share new ideas and push the boundaries of what it is to be an author, what you can do with a book and explore ideas about where we want the industry of publishing to go in the future.

But above all, I hope you have a great day at the LAF, make helpful new connections and meet some fascinating people, publishers, literary agents, publishing platforms, editors, designers, marketers and other writers. Together, we can shape the future of books.

Welcome to the inaugural London Author Fair 2014.  
WritersUnite!

Gareth Howard  
London Author Fair Co-Founder and Author

## Registration on the day

From 9:20am

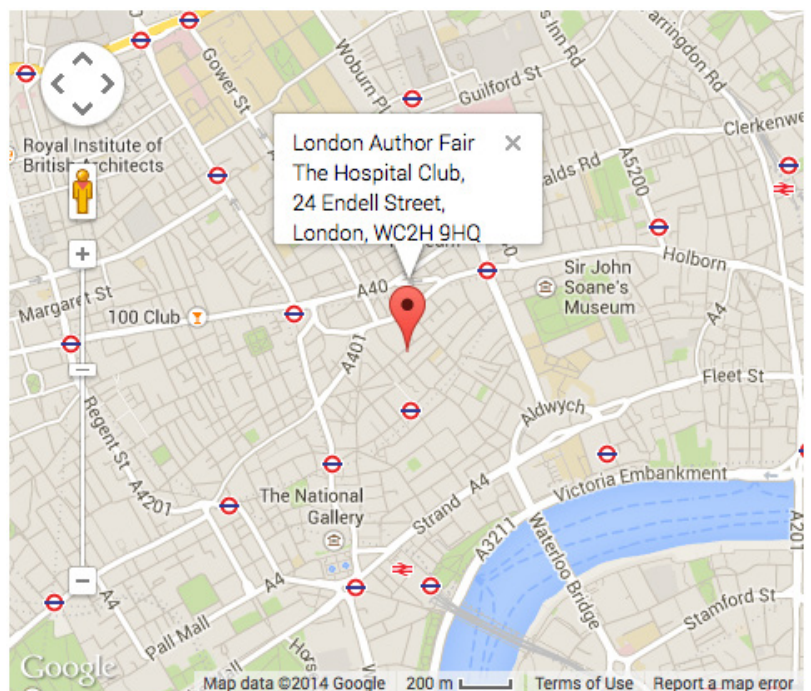
Upon arrival at the Hospital Club, please proceed to the London Author Fair check in, on the Ground Floor. Head for the large London Author fair sign on the wall. We will register you and issue you with your pass.

# The Venue



The Hospital Club  
24 Endell Street  
London, WC2H 9HQ

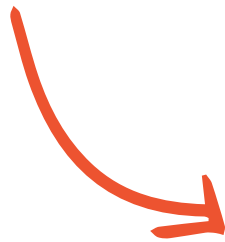
By Tube:  
Covent Garden Tube Station  
Picadilly Line (Blue) Zone 1



# In the Gallery

## [GROUND FLOOR]

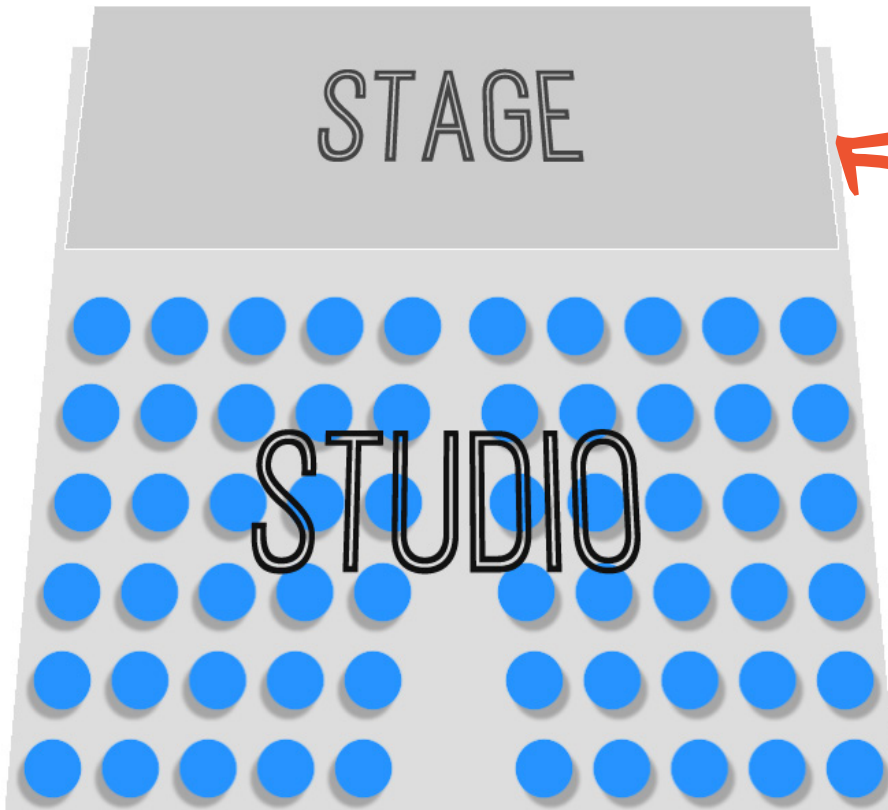
The networking hub of the fair. Rub shoulders with industry insiders and take advantage of complimentary refreshments at Blurb's Author Cafe.



- Authoright
- Amazon | CreateSpace
- Amazon | KDP
- Blurb
- Kobo Writing Life
- Nook Press
- All **Workshops**
- Blurb Author Cafe
- LitFactor's PitchUp! Tent
- Author Photo Booth, courtesy of Kobo Writing Life
- Registration first thing
- Cloakroom
- Toilets
- Information Point (Authoright Stand)
- Main Entrance & Exit

# In the Studio

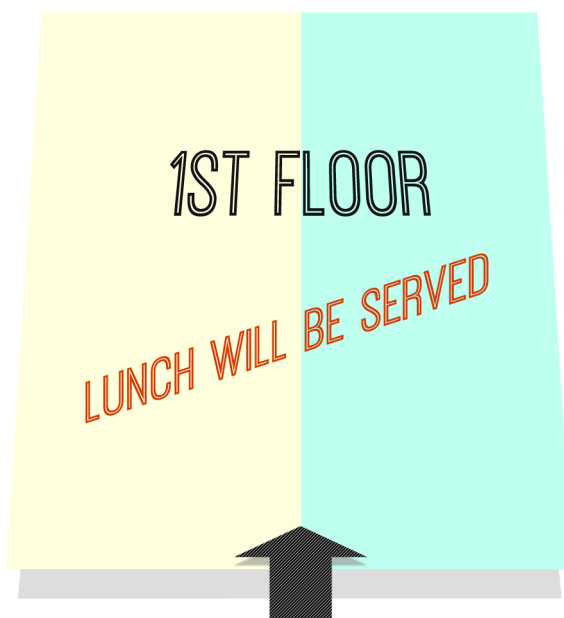
[BASEMENT]



Publishing professionals and content creators take on the industry's big questions and ideas in our full schedule of seminars. Hear talks about authorial entrepreneurship, distribution, discoverability and more.

- All **Seminars**
- Situated in the basement
- Stage and seating
- Porter Anderson - social media hub

## On the First Floor



Lunch will be served from 12:50pm until 1:30pm.

# Workshops

1

**10–10:55: Editing**  
Helen Bryant, Founder  
Cornerstones Literary  
Consultancy

**11–11:55: How to Market  
Your Book**  
Hayley Radford  
Director of Marketing  
Authoright

**12–12:55: Social Media  
Masterclass**  
Ben Galley, Founder  
ShelfHelp

**1:30–2:25: Book Cover  
Design & Online  
Branding**  
Sam de Ceccatty  
Cover Designer

**2:30–3:15: Working with a  
Literary Agent**  
Hellie Ogden, Agent  
Janklow & Nesbit

**3:30–4:25: Book Tour  
Tutorial**  
James Wharton, Author and  
Author Consultant

**4:30–5:25: The Author  
Exchange**  
Polly Courtney and Ben Galley  
Bestselling Indie Authors

2

**10–10:55: Discoverability  
for Authors**  
Patrick Brown  
Goodreads

**11–11:55: Discoverability  
for Authors**  
Patrick Brown  
Goodreads

**12–12:55: Editing**  
Ben Seales  
Editor  
eBook Editorial

**1:30–2:25: Poetry Corner**  
Dan Holloway  
Poet, Journalist & Blogger

**2:30–3:25: Pubslush:  
How to crowd fund  
your book**  
Amanda Barbara  
VP & Co-founder, Pubslush

**3:30–4:25: How to Self  
Publish Professionally**  
Hayley Radford,  
Director of Marketing &  
Polly Courtney, Author

**4:30–5:25: The Author  
Exchange**  
Adele Parks  
Bestselling Author

3

**10–10:55: How to Publish  
with Kindle Direct  
Publishing**  
KDP and Authors

**11–11:55: How to publish  
with CompletelyNovel**  
Anna Lewis

**12–12:55: How to Publish  
with CreateSpace**  
CreateSpace and Authors

**1:30–2:25: How to Publish  
with NOOK Press**  
NOOK Press and Authors

**2:30–3:25: How to Publish  
with Kobo Writing Life**  
Kobo Writing Life and Authors

**3:30–4:25: Working with  
a Literary Agent**  
Piers Blofeld, Agent  
Sheil Land

**4:30–5:25: The Author  
Exchange**  
Roz and Dave Morris  
Bestselling Authors



# Seminars

9:50  
AM

## **Introduction to the London Author Fair 2014**

Gareth Howard and Hayley Radford

10:00  
AM

## **Author Entrepreneur: Why Your Book is Your Startup**

Porter Anderson (Chair), Eileen Gittins and Gareth Howard

11:00  
AM

## **The Business of Books**

Philip Jones (Chair), Prof. John Thompson, Holly Bennion, Simon Skinner and Suzanne Baboneau

12:00  
PM

## **Agents of Change: the Evolution of the Literary Agent**

Porter Anderson, Oli Munson, Andrew Lownie, Hellie Ogden and Gordon Wise

1:30  
PM

## **Making Your Mark & Marketing Your Book**

Hayley Radford, Adele Parks, Julia Coblentz and Matt Cain

2:30  
PM

## **Content is King: What Can Publishers and Authors Learn from Other Industries?**

Gareth Howard (Chair), Kate Pullinger, Anya Saunders and Russell Harding

3:30  
PM

## **Distribution: Why it's so Important for Authors**

Sheila Bounford, Anna Lewis, Camille Mofidi, Darren Hardy and Ruth Jones

4:30  
PM

## **Discoverability and Connecting with Readers**

Porter Anderson (Chair), Gareth Howard and Patrick Brown

5:30  
PM

## **The Big Publishing Brain Storm: How can we get to where we want to be in 2020?**

Eileen Gittins, Patrick Brown, Adele Parks, Gareth Howard, Polly Courtney, Andrew Lownie, Piers Blofeld and Porter Anderson

# The LitFactor PitchUp! Event



The PitchUp! is taking place in our wonderful Arabian tent (PitchUp!, see what we did there!?) in the Gallery on the ground floor.

The following applies to the PitchUp! area:

1. Only those attendees that applied for and have been allocated a PitchUp! slot in advance of the LAF will be able to pitch their book to agents. You will know who you are. There is no last minute pitching on the day.
2. If you didn't get a slot when you applied for one, two of our lovely agents - Hollie and Piers - will be running workshops. You are welcome to sit in on one of those but, as with all the workshops, space will be limited and it will be first come, first served.
3. For those with PitchUp! slots, please arrive 15 minutes early ahead of your allocated time. Look out for Jordan Koluch from LitFactor - tell her that you have arrived, who you are and who you are pitching to.
4. If you have a scheduled slot, please bring two printed copies of your pitching materials. The agents will not be returning these materials, so please do not bring an original copy.
5. Pitches and discussions with agents are 15 minutes long and need to finish promptly.
6. If you arrive late for your PitchUp! slot I'm afraid you will probably lose your slot and it's very unlikely that we will be able to reschedule it for later in the day. This is because all the slots have been filled, there is one every 15 minutes and there's no available space for rejigging.
7. Finally, good luck! And enjoy it.

Your LitFactor PitchUp! agents are: Yasmin Standen of the Yasmin Standen Agency, Hellie Ogden of Janklow & Nesbit, Jessie Botterill of Janklow & Nesbit, Piers Blofeld of Sheil Land, Andrew Lownie of The Andrew Lownie Literary Agency, Meg Davis of The Ki Agency, Ajda Vucicevic of Luigi Bonomi, Laura West of David Higham, Jemima Hunt of The Writers' Practice, Lorella Belli of The Lorella Belli Agency and David Headley of D H H Literary Agency.



# And a BIG thank you...

## FOUNDING PARTNERS



## COLLABORATORS

