

## **CREATIVE AND INNOVATIVE SOLUTIONS BY BOOKSTORES AND BOOKSELLERS ASSOCIATIONS**

*Frankfurt Book Fair, Thursday 20.10.2016, 10.00 am to 5.00 pm  
Conference Room: Tulip Lounge, Hall 5.1*

***Upon registration only***

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- 10.00 am – 10.05 am* Introduction by EIBF Co-Presidents
- 10.05 am - 10.30 am* Opening Keynote Address by **Jan Orthey**,  
Owner of « Lünebuch », Germany  
Chairman of the Retail Committee of the German Booksellers  
Association
- 10.30 am – 11.00 am* Discussion about the morning keynote
- Session moderated by:* Kyra Dreher  
Managing Director of the Retail Committee of the German Publishers & Booksellers Association

<i>11.00 am - 11.15 am : Coffee Break</i>
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- 11.15 am – 12.30 pm* "The Best Things I Did in my Bookshop Last Year"
- Five EIBF Associations select one bookseller from their country to do a 15 minute presentation on an innovative and creative things they did in their store this past year*
- Presentation 1: **Rosamund de la Hey**,  
Owner of « The Mainstreet Trading Company », UK  
President of the Booksellers Association of UK & Ireland, former  
publisher at Bloomsbury
- Presentation 2: **Betsy Burton**,  
Owner of « The King's English Bookshop », USA  
President of the American Booksellers Association
- Presentation 3: **Matthieu de Montchalín**,  
Owner of « L'Armitière », France  
President of the French Independents Booksellers Association
- Presentation 4: **Maria Hamrefors**,  
CEO of « Akademibokhandeln », Sweden
- Presentation 5: **Lincoln Gould & Patricia Genat**,  
CEO of the New Zealand Booksellers Association  
& former President of the Australian Booksellers Association,  
CEO of « ALS Library Services », Australia

12.30 pm – 1.00

Discussion: Can "The Best Things" presentations be adapted for my country?

*Session moderated by:* Oren Teicher,  
CEO of the American Booksellers Association

1.00 pm - 1.30 pm: Sandwich lunch on the spot

1.45 pm - 2.15 pm

Joint Session with International Distributors Association about best practices in book distribution

Presentation 1:

*Spain: Best practices between booksellers and distributors*

**Jose Manuel Anta & Juancho Pons,**  
Managing Director of FANDE  
& Owner of « Librería Pons », Spain  
President of the Spanish Booksellers Association

Presentation 2:

**Klaus Renkl & Nana Lohrengel**  
Business Development/e-publishing, Tolino  
& General secretary of the Fondazione Mauri

2.15 pm - 2.45 pm

Discussion: Can these best practices be adapted for my country?

*Session moderated by:* Fran Dubruille,  
Director of the European and International Booksellers Federation

2.45 pm – 3.00 pm: Afternoon Break

3.00 pm – 4.15 pm

"The Best Things my BA Did Last Year"

*Five EIBF BA's do 15 minute presentations on the best things their association did this past year.*

Presentation 1:

**Tim Godfray,**  
CEO of the Booksellers Association of U.K & Ireland

Presentation 2:

**Oren Teicher,**  
CEO of the American Booksellers Association

Presentation 3:

**Kerstin Rothkirch,**  
Consultant for the Retail Committee of the German Booksellers Association

Presentation 4:

**Juancho Pons,**  
Owner of « Librería Pons », Spain  
President of the Spanish Booksellers Association

Presentation 5:

**Michael van Everdingen & Alex Schade,**  
CEO of the Dutch Booksellers Association  
& Commercial Manager of the Nederlandse Boekenbon

4.15 pm - 4.45 pm

Discussion about B.A.s' presentations. Can these patterns be adapted for my country?

*Session moderated by:* Fabian Paagman,  
Owner of « Paagman Boekhandels », The Netherlands & Co-President of the European and  
International Booksellers Federation

5.00 pm: Closing words by the Co-Presidents
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