



Strategies for effective book publicity in a changing retail market

Thursday November 24th, 2022

1pm to 5pm PST

[Segal Conference Centre](#), 1400, SFU Harbourside

Schedule:

1:00-1:15—arrival & welcome, housekeeping

1:15-2:45—first PD session: Retail Strategies

2:45-3:15—intermission with tea and coffee served

3:15-4:45—2nd PD session: Publicity Strategies

4:45—wrap-up and invitation to [ABPBC Publishing Awards night](#)

Program Description:

Publishing and bookselling in Canada has fundamentally changed during the past two years. Extended production times for printing, earlier selling appointments with retailers, longer lead times for media and publicity, and competition for capturing consumer attention for books continue to be issues that all publishers face. Now—more than ever—effective and efficient communication between publishers, publicity staff, sales reps, and booksellers is key to ensuring stronger sales and revenue generation when it comes to selling Canadian published books.

Join us for two panel discussions with key players on topics ranging from effective email strategies for publicity staff; the use of online catalogues by sales reps; the most effective media and publicity influencers; and how booksellers use reviews, blurbs, and other publisher supplied marketing information.

Details:

1:15-2:45 | First part panel discussion | **Retail Strategies**

With guest panelists **Ali Hewitt** (Ampersand), **Andrew Taubman** (Indigo), **Jessica Walker** (CIBA), moderated by **Don Gorman** (Rocky Mountain Books)

3:15-4:45 | Second part panel discussion | **Publicity Strategies**

With guest panelists **Jeanette Ageson** (The Tyee), **Lisa Escudero** (Creative BC), **Megan Jones** (Greystone) **Curtis Samuel** (Touchwood), moderated by **Leslie Bootle** (Orca Book Publishers)

Guest Panelists and Moderator: Retail Strategies

Ali Hewitt



A life-long reader, **Ali Hewitt** got her start in the book industry way back in 2004 at the now defunct Cadboro Bay Book Company. She's been working as an account manager at Ampersand (formerly Kate Walker & Co) since 2007. During nearly two decades worth of experience, she has sold to bookstores, wholesalers, specialty accounts, Indigo, and Amazon. She even had a stint as Ampersand's Atlantic rep, truly selling coast to coast! Putting the right book into the hands of the right account is her

absolute favourite part of the job.

Andrew Taubman



Andrew Taubman is the Director of Print Experience & Curation at Indigo Books.

Jessica Walker



Over 36 years in the book industry, **Jessica Walker** worked at independent, university, and specialty bookstores before joining Munro's Books in 2000. She is now the managing partner at Munro's, after she and three colleagues were given the bookstore by Jim Munro in 2014. She is currently the vice president of the Canadian Independent Booksellers

Association, and is the chair of the Downtown Victoria Business Association. Munro's Books is one of the oldest bookstores in Canada, and regularly appears on lists of the world's most beautiful bookshops.

Moderator Don Gorman



Don Gorman is the publisher of Rocky Mountain Books (established 1979). He has spent the past 25 years working within the book trade and has held positions as a bookseller, publisher's sales representative, and acquisitions editor. Along with publishing 20 to 30 books a year, he spends much of his time working with other book publishers and sales

representatives on issues relating to marketing, metadata, and project management within the book publishing industry. He has served on the boards of the Association of Canadian Publishers (ACP), Association of Book Publishers of British Columbia (ABPBC), the Book Publishers Association of Alberta (BPAA), and Pubwest (USA)

Guest Panelists and Moderator: Publicity Strategies

Jeanette Ageson



Jeanette Ageson is publisher of The Tyee. She joined the organization in 2014 and manages all revenue-generating and operations activities, including growing the Tyee Builders program.

Lisa Escudero



Lisa Escudero (she/her) is a brand and communications strategist working at Creative BC as Brand Lead and Media Relations. At Creative BC she leads all digital and promotional aspects of the organization and delivers integrated storytelling about BC's creative sector through BC Creates and other platforms. Lisa holds a Bachelor of Communications from Capilano University and specializes in publicity, marketing, and branding.

Megan Jones



Megan Jones is Greystone's marketing director and prior to Greystone worked with ZG Stories, Page Two Books, and Talonbooks. Megan has worked in BC publishing for over ten years and credits her incredible mentors in the industry with instilling in her a passion for marketing, selling, and promoting local and international books—but especially local books!

Curtis Samuel



Curtis Samuel (he/him) is the publicist and social media coordinator at TouchWood Editions. Curtis is interested in promoting Canadian and International authors, with a particular interest in cookbooks and food stories.

Moderator Leslie Bootle



Leslie Bootle is the Marketing Director at Orca Book Publishers. She has a background in English and French Canadian Literature (UVic) and completed the Master of Publishing program (SFU) with a focus on sales and marketing. Leslie is also the co-chair of the Association of Canadian Publishers' Children's and Education Committee. Originally from Calgary, Leslie now lives in Victoria, BC, on the traditional territory of the Lkwungen people.