Welcome to the PA’s PR!

PA NEWS

PA/UKTI delegation to Brazil Round Up
The Rio de Janeiro Bienal Book Fair provided the centre stage for the PA delegation of publishers and agents to Brazil. With the backing of UK Trade and Investment the PA took a delegation of 8, first to Sao Paulo and then to Rio. The aim of the delegation was to get a clear view of the publishing scene in Brazil, amid news of economic downturn leading to a decrease in rights buying business from Brazil. The group had an introductory session from the great Pedro Hertz of Livraria Cultura who presented a balanced view on the book retail scene in Brazil which has been impacted by the arrival of Amazon, and to a lesser extent by ebooks. The market can be huge for the right book - the latest phenomena being the Adult Colouring Book craze which peaked in Brazil in May but has not been sustainable. One title we understand sold well over 1 million copies.

Horror and geek culture is proving to be an increasingly popular genre in Brazil and publishers like Darkside and bookshops like Geek etc (Livraria Cultura) becoming renowned by fans and followers all over the country. Mergers and acquisitions are forcing change for publishers with the PRH merger and the HarperCollins/Harlequin/Thomas Nelson deal with Ediouro. Sextante and Intrinseca are demonstrating strength by partnership. The Rio bienal played host to its first ever Rights Centre, giving a small room over to the professional side of what has traditionally been a consumer fair. The delegation was based here with all publishers and agents having at least 2 days of busy schedules to present their rights lists pre-Frankfurt. PublishNews, the online newsletter for the Brazilian Book Trade hosted an afternoon of professional seminars to a room of over 200 people; whilst on the show floor David Nicholls held court at his publisher’s stand (Intrinseca) to promote the Portuguese version of his book ‘US’.

New partnerships, contacts and business were cemented at the Fair and other meetings in Brazil despite current difficulties in the market, allowing UK publishers and agents the opportunity to explore this fascinating and welcoming territory.

International Literacy Day 2015: Joanna Prior Blog
President of The Publishers Association and Trustee of the NLT and MD of Penguin General Books, Joanna Prior, discussed the importance of supporting last week’s International Literacy Day in a new blog post. Read more here.

UK Political Arena
In a series of blog posts the PA’s Chief Executive, Richard Mollet, explores developments in the UK political area. As Parliament officially reopened its doors post-recess find out the upcoming political challenges likely to arise here. In addition to this, examine how the ‘new’ labour leadership should be managed moving forward here.

Corbyn Election ‘good for the arts’
In this week’s Bookseller PA Chief Executive, Richard Mollet, comments on the impact of Jeremey Corbin’s appointment as Labour leader for the arts. Read the full article here.

PA PROFESSIONAL AND AFFILIATE DIRECTORY UPDATE
Independent Publishing Consultancy in China
Dedicated to aiding overseas publishers and organisations in gaining access to business and establishing relations efficiently and effectively. Find out more here.

The Publishers Licensing Society Limited
The Publishers Licensing Society (PLS) provides rights management services to the publishing industry. PLS oversees collective licensing in the UK on behalf of publishers for book, journal, magazine and website copying. PLS also provide rights management services for UK publishers and are a not-for-profit organisation, set up for the industry, by the industry. Find out more here.

FRANKFURT BOOK FAIR 2015
Frankfurt Book Fair Announces Partnership with PressReader
The Frankfurt Book Fair has announced a unique partnership with PressReader, the Canada-based digital media platform. As an exclusive partner, PressReader will provide unlimited digital access to more than 4000 newspapers and magazines from all over the world to all attendees of FBF. Members of the FBF Business Club will receive a special offer of complimentary personal VIP accounts valid for three months after the Fair. Titles include major international, regional and local titles including; The Guardian, Vogue, GQ, Corriere della Serra, Rheinische Post, The Washington Post, USA Today, Paris Match, Cosmopolitan Germany, Joy and more. Sponsored access to the entire catalogue will be available to Exhibitors and visitors by simply downloading the app here.

Frankfurt Book Fair 2015 Business Club Highlights, 13th – 18th October 2015
With Frankfurt Book Fair just around the corner, there are a number of events and workshops available to FBF Business Club attendees; from a Business Breakfast addressing licensing for children’s content to Richard Nash’s Group Therapy for Entrepreneurs. Prepare to get inspired by an additional programme of talks on internet wide publishing, cross media and successful project management. For full details on speakers, events, meeting spaces and other Business ticket advantages please visit click here or get in touch directly via email: businessclub@book-fair.com. Use the code 2015BC_BaFEH to receive a 25% discount on Business Club Tickets!

THE MARKETS: Global Publishing Summit, October 13th 2015
The Global Publishing Summit is a new flagship event of the 2015 Frankfurt Book Fair. On Tuesday October 13th, hundreds of top-level publishing professionals will attend this summit to learn about new markets, share their experiences and network. In 2015, THE MARKETS will focus on: China, Germany, Indonesia, Mexico, South Korea, Turkey and the US. For the full programme and further details please click here. PA members will receive a 25% discount on tickets; use the code TheMarkets2015SpecialPAUK when registering here.

29th International Rights Directors Meeting, 13th October 2015
This year’s Rights Directors Meeting will take place on Tuesday 13th October 2015, 14:00 - 17:00. Speakers will include:

- Chantal Restivo-Alessi, Chief Digital Officer and Executive Vice President, International HarperCollins (US)
- Anne Solange Noble, Rights Director, Éditions Gallimard (France)
- Rebecca Byers, Rights Director, Éditions PLON-PERRIN (France)

For more details about the programme and speakers please click here. Please contact Iris Klose for any further information via telephone: +49 (0) 69 2102-236 or email: rightsmeeting@book-fair.com.

Stand Reception at Frankfurt Book Fair, 14th October 2015
In celebration of the 31st International Publishers Congress which will take place during the London Book Fair 2016; the PA and LBF will be hosting a stand reception at Frankfurt Book Fair. Join us at stands 6.0 B 125 and 6.0 B 126 on Wednesday 14th October, 17:30 – 18:30!

**Digital Piracy – Challenges and Opportunities in Protecting Copyright, October 15th 2015**
Join the PA’s Claire Anker as she discusses issues with digital piracy as well as exploring what remedies are available to counteract it. For more information about the event and how to register for a place, please click [here](#).

**PA, AAP & IPA Anti-Piracy Breakfast, 16th October 2015**
The PA, AAP and IPA will host an Anti-Piracy breakfast from 08:00-10:00 on 16th October 2015. The event will be held in Room Kontakt on C1 of the Congress Centre. Tickets are free but places must be reserved via Eventbrite [here](#).

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**INTERNATIONAL OPPORTUNITIES FOR PUBLISHERS**

**Colombia ELT Publications Project**
The British Council in Colombia is working with the Ministry of Education on an ELT publications project and is seeking to work with an ELT publisher. For more information please contact ehouse@publishers.org.uk

**Co-Publishing with the European Union**
The European Union has recently published a new call for Expressions of Interest aimed at publishers who may be interested in producing co-publications in partnership with them. To access the Call please visit the Publications Office homepage [here](#). The EU welcomes applications from all publishers based in the EU. If you have any questions, please contact the Publications Office via email at OP-EDITORIAL-PARTNERSHIP@publications.europa.eu.

**Call for English language Teaching Providers**
UKTI is planning the next Education Export Capability Event and are calling for ELT providers to indicate their availability via this [Doodle Poll](#) to fix a date. The previous event, which took place in June 2015, focused on ELT in Latin America. Attendees were also able to network with their peers and share their experiences over refreshments and lunch. Further communications regarding the event will be distributed once a date has been set.

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**ANNOUNCEMENTS AND AWARDS**

**Publishing Next Industry Awards 2015**
The Publishing Next Industry Awards took place this weekend in Goa, India with Publisher of the Year going to HarperCollins India. To see the winners of the other awards [click here](#).

**Jolly Futures Launch**
Jolly Learning launched its Jolly Futures public/private partnership with Universal Learning Solutions in London last week at an event held at The Royal Overseas League. This partnership aims to improve the English literacy levels of early graders in the developing world, with a focus on sub-Saharan Africa and South Asia, using a multi-sensory approach based on synthetic phonics. Jolly Futures delivers free teacher training and education materials as well as ongoing support and monitoring for teachers to government schools - some children in these schools can spend years there and leave illiterate. For more visit the [website](#), or email futures@jollylearning.co.uk

**ALPSP Awards 2015**
This year’s award for contribution to scholarly publishing went to Michael Jubb MBE, who has led the Research Information Newtwork (RIN) since its inception in January 20015. The ALPSP award for
innovation in publishing went to Kudos, a web-based toolkit for researchers and their publishers to increase the visibility and impact of published research. The judges particularly liked the way Kudos is not a closed community – it can be used for any publication with a CrossRef DOI, works across all publishers and platforms and offers a single view for author and publisher to see which communications channels are most effective.

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**DIVERSITY NEWS**

**Creative Access Industry Showcase, 29th September 2015**
Following the fantastic success of the Creative Industries Showcase at Channel 4 in April, Creative Access are delighted to announce another date! On Tuesday 29th September at the creative advertising agency, AMV BBDO, Creative Access will host an industry showcase, from 6-8 pm, for graduates and young people from BAME backgrounds to learn more about the wide range of opportunities available in the creative industries. The evening will include a panel of experienced industry professionals from a variety of creative sectors as well as a chance to network afterwards. To register and for more information on the event please click here.

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**EDUCATION NEWS**

**Educational Publishing: Building Minds for Tomorrow’s World**
The International Publishers Association’s Educational Publishers Forum have launched a new Educational Publishing Manifesto. Educational Publishing: Building Minds for Tomorrow’s World, highlights the value and benefits of educational publishing as well as making Policy Recommendations on how to ensure quality and growth in the industry. The manifesto can be accessed via the PA website or downloaded directly here.

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**WORKFORCE DEVELOPMENT**

**PA People Database**
The PA is looking to create a bank of interesting and personable people in publishing in their first few years within the industry, who would enjoy being given the chance to inspire young people and educate them about the range of jobs available. We’d like to compile a list which we can draw on for video interviews, blogs, career profiles, top tips, and school and university visits. Any job type will be welcomed: it’s about the variety in publishing, and is aimed at a broad demographic. We want to reach those who have never heard of publishing, who have rejected it as a career because they don’t see a space for themselves in the industry, or who haven’t yet decided which career path to take within the industry. If you’re interested, please get in touch with smacleod@publishers.org.uk, using the e-mail subject header People Database.

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**PA EVENTS**

**Diversity in the Publishing Industry, Wednesday 23rd September 2015**
We’re pleased to be able to confirm the line-up for the PA’s Diversity Workshop, which aims to provide publishers with some interesting takes on the importance of diversity, and to come away with some practical changes.
The event, hosted with EQUIP, Creative Skillset and Creative Access, will feature the following
- Femi Otitoju on unconscious bias
- Caitlin Doyle, HarperCollins
• Scott Knox, Marketing Agencies Association on Pride FM (a diversity network), with Joey Hambridge, Stonewall on the Workplace Equality Index
• Sharna Jackson, on diversity in the arts
• Panel of Creative Access interns on their experiences in publishing

The workshop will include a practical discussion to look at building diversity strategies for publishing companies and the afternoon will close with a networking drinks reception.

For tickets (free for PA members), click here. To note, due to expected high demand, we’re currently limiting delegates to two per company.

New Business Horizons in the Creative Industries, 28th October 2015
The PA and Harbottle & Lewis are pleased to announce a seminar on New Horizons in the Creative Industries. Looking at where businesses in the creative industries are investing and investigating for the future, a panel of publishing, film & TV, music, gaming and tech, and corporate lawyers from Harbottle & Lewis will share their experience of doing deals across these sectors in different formats, technologies, markets and territories. The seminar, aimed at senior-level publishers with a strategic remit, will also consider global changes in the legal landscape, such as copyright law, currently on the horizon. To book your place, please click here.

PA, EPC & BESA Conference 2015, Tuesday 17th November 2015
Nick Gibb MP, Minister for Schools, is the Keynote speaker at this year’s educational publishing conference offered by The Publishers Association’s Educational Publishers Council and the British Educational Suppliers Association (BESA). This one-day conference will be held at No. 11 Cavendish Square, London W1 on Tuesday 17 November. It comes a year after Mr Gibb, then Minister of State for School Reform, clearly endorsed the role of the textbook in delivering excellent educational outcomes. He also challenged publishers in England to improve the quality of textbook publishing - the debate which followed has resulted in a publisher-led drive to draw up Quality Guidelines for most curriculum subjects. This conferences will explore this work, and also tackle GCSE/A level reform, the work of the primary assessment commission and the international experience. More information is on the PA website - registration is now open so please click through to book.

31st International Publishers Congress, 10th – 12th April 2016
Organised by the PA, IPA and LBF; the 31st IPA Congress will be held 10th – 12th April 2016 during the London Book Fair. The event will feature leading publishers, authors, technologists, policy makers and influencers from the entire book chain. Further details about the programme will be published here. Further details about speakers and last year’s talks will be available here. The Early bird discount ends on 31st October 2016.

OTHER EVENTS

21st Century Assessment, 3rd November 2015
This conference from Policy-UK on high-stakes testing, eMarking and eAssessment is to be held in central London as the first round of reformed GCSE, AS and A level courses are being taught. Attendees will discuss the impact of these reforms on students and their implications for university admissions; how e-marking and assessment can create a fairer system and the challenges to implementation; what the UK can learn from successful approaches to education worldwide; and how to build an education system fit for the needs of digital native school children. Click here for more programme detail and to book a place (fees range from standard at £400 + VAT to concessionary).

14th Ebooks Conference, 9th October 2015
The 14th annual Ebooks Conference will be held on Friday 9 October at the University of Strathclyde, Glasgow. Speakers include Dr Frank Huysmans, Chair, Expert Group for E-reading with the European Commission who provided analysis for A Review of Publishing Library E-Lending Models, and Professor Jon Rogers, Professor of Creative Technology, Duncan of Jordanstone College of Art & Design. Early bird bookings for £90 excl. VAT close on 31 July; after that places will cost £110 excl. VAT (or £140 excl. VAT for attendees from commercial organisations.) Click through for the programme and registration. Organisers are the Scottish Library & Information Council (SLIC) in conjunction with the Scottish Confederation of University and Research Libraries (SCURL) and Jisc Scotland.

Book Aid international’s Literary Quiz Night, 14th October 2015
Hosted by writer, broadcaster and Sunday Times Children’s Books Editor, Nicolette Jones, join Book Aid for a night of literary fun to support Book Aid International’s work in promoting libraries in sub-Saharan Africa. Prepare yourself for a fiendish quiz, delicious finger buffet and the chance to enjoy stunning views of the river by night. The event will be held at Dogget’s Coat & Badge in Thomas Doggett’s Bar. Doors will open at 6pm for a 7pm start and entry is £15 per person (teams of six max.) For further information and to book your place, please contact Jenny Hayes on 020 7326 5801 or email: jenny.hayes@bookaid.org.

PLS Workshop on Permissions, 14th September and 14th November 2015
Rights and permissions experts Clare Hodder and Ruth Tellis are running workshops for PLS on Straightforward permissions: getting the basics right and maximising your income on Monday 14th September and Monday 9th November from 10:00 – 16:00. The sessions are aimed at publishing staff who deal with permissions alongside their core function, and those new to licensing roles. Aspects of permissions they will tackle include doing the deal; licensing and charging strategies; how and when to review pricing and licensing rules; and how to apply UK copyright law to permissions licensing. To book and for further information, please visit the PLS website.

ALPSP Training Courses

An Introduction to Production 30th Sept 2015
Introduction to Journals Publishing 21st Oct 2015

BIC Events and Training Courses

EDItEUR’s 37th Supply Chain Seminar 2015 13th Oct 2015
BIC Batch 2015 18th Nov 2015

BOOK FAIRS

Frankfurt Book Fair 14th – 18th Oct 2015
Guadalajara International Book Fair 28th Nov – 6th Dec 2015