



# Introduction to Bookselling

# 2018

## THURSDAY 11TH OCTOBER 2018

To be held at The Booksellers Association, 6 Bell Yard, London WC2A 2JR

### You'll find out how to:

- Create a strong business
- Understand bookshop finances
- Deal with the day-to-day tasks in the bookshop
- Gain customer loyalty



## ABOUT THIS COURSE

This course has been designed to provide a thorough grounding in every aspect of bookselling so that you can operate efficiently and profitably from the very beginning. It is a must if:

- you are considering purchasing a bookshop
- you are a bookseller who has recently set up in business
- you have a new member of staff who needs an introduction to the practicalities of bookselling

- It will look in detail at the essential elements that go to make a profitable retail business – the all-important profit & loss and stock control.
- Having grasped the business fundamentals, attention is turned to the product itself – exploring the key areas within the booktrade.
- You will also look at resources available to booksellers, and look at the events which make up a professional bookseller's life.

Running your bookshop with passion and making sure customers come back to you time and again is vital to the success of your business. You will find out how to make your shop a part of your community and a unique and desirable destination.

Above all, this is an opportunity to network with other new to the trade and to benefit from the experience of one of the UK's most successful booksellers!

## YOUR TUTOR

Your tutor for this course is Patrick Neale of the award-winning bookshop **Jaffé & Neale Bookshop and Café, Chipping Norton.**

**Patrick writes:** *Having worked on a farm all my youth I was delighted to run away and read philosophy and history at Kent University. I then completed the Sainsbury's Management Trainee course over 18 months. This gave me a great insight into the machinations of the retail world.*

*After that I joined Waterstone's in Bath and worked with some inspiring and enthusiastic managers. I ended up assisting in the opening of numerous stores and managed branches in Covent Garden, Lancaster, Watford and Glasgow.*

*The Glasgow superstore had 100 staff and a turnover of £5.5m. It traded from 8 am to 10 pm, seven days a week. There were at least two author events a week and a number of drunks to deal with (customers and staff).*

*In 2001 I took over the Bookshop Chipping Norton with my partner Polly. We have developed this business and in 2006 moved to new premises and opened a café, art gallery and gift concession within the new bookshop. We won Independent Bookshop of the Year in 2007 and continue to seek new opportunities to differentiate ourselves from other booksellers/suppliers.*



**JOSEPH CONRAD-KORZENIOWSKI**  
1857-1924

Joseph Conrad-Korzeniowski, a Pole by birth, British Master Mariner and great English writer who made Singapore and the whole of Southeast Asia better known to the world.

Conrad Korzeniowski, born on the 1st of December 1857 in Ustka's Ukraine, then under Russian rule as Polish from the masters of modern English prose. Although English was his mother tongue, he wrote in French and Polish. His novels are 'Heart of Darkness' (1899), 'Lord Jim' (1900) and 'Nostromo' (1904).

Polish writer and maritime leader Conrad was born in Poland but spent his childhood in France when he was 11 years old. He worked as a seaman and then as a French merchant sailor.

He was a member of the Académie Française and the Académie des Sciences, Lettres et Arts.

# THE TIMETABLE

## 10.00 Coffee/Introduction

- All about Patrick
- The aims of the course

## 10.40 Icebreaker

- Delegates introduce themselves and talk about their favourite bookshop

## 11.00 The Book Market: The Facts

- The vital line between success and failure

## 12.00 Journey of the Book

- Introducing all the keys areas of the booktrade
- The resources available to the bookseller

## 12.30 Good Retailing Leads to Great Bookselling

- Creating a strong business foundation
- Understanding profit & loss and stock control

## 1.00 LUNCH

## 1.30 Guest Speaker tba

## 2.00 A Day in the Life...

- Follow the events in busy day of the bookseller including:
  - Reps
  - Authors
  - Returns
  - Staff matters
  - Shop security
  - Customers

## 3.00 Customer Loyalty

- Your passion and a USP = loyal customers

## 4.00 Q&A/Group Discussion

- Summary

## 4.30 CLOSE

Places on this course are just **£225.00+ VAT (£270)** each including lunch.

For further details contact Pippa Halpin on 0207 421 4670 or [pippa.halpin@booksellers.org.uk](mailto:pippa.halpin@booksellers.org.uk)  
**To book a place, fill in the form below.**

Name

---

Company

---

Address

---

---

Tel

---

Email

---

### Payment Methods

- Cheque for £270** payable to The Booksellers Association
- Credit card** (please note we do not accept Amex or Diners Club)

Type of Card

---

Card number

---

Name on card

---

Expiry date

---

Security code

---

Billing address (if different from above)

---

---

---

**Send payment and booking forms to: The Booksellers Association, 6 Bell Yard, London WC2A 2JR**  
**Email: [pippa.halpin@booksellers.org.uk](mailto:pippa.halpin@booksellers.org.uk)**