



# INTRODUCTION TO BOOKSELLING | 2024



THURSDAY 13 JUNE 2024

To be held online via zoom

## 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

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- ∴ "A fantastic and informative day.
- ∴ A must for anyone considering starting a bookshop."
- ∴ Caitlin, 2018 delegate

## 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 others new to the trade and to benefit from the experience of two highly successful booksellers.

## YOUR TUTORS

**Patrick Neale runs the award-winning bookshop Jaffé & Neale Bookshop and Café, Chipping Norton, England. 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.*

**Joining Patrick in tutoring the course is Dawn Behan. Dawn is the owner of Woodbine Books, which was the Regional Winner for Ireland at the British Book Awards in 2016 and was longlisted for the An Post Bookshop of the Year 2021. She believes the role of an independent bookshop is to become part of the fabric of the community, providing a space for readers of all ages to get lost in books. She hosts regular events, book clubs and a creative writing group. Dawn is currently Chair of the Bookselling Ireland committee.**



# THE TIMETABLE

## 10.30 The Book Market: The Facts

- The vital line between success and failure

## 11.30 Journey of the Book

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

## 12.00 Good Retailing Leads to Great Bookselling

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

## 12.30 LUNCH

### 1.30 Guest Speaker

- Brid Conroy joins us to talk about her experience of starting up and running Tertulia Bookshop in Westport, County Mayo

### 2.00 A Day in the Life...

- Follow the events in a 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

### 3.30 Q&A/Group Discussion

- Summary

## 4.00 CLOSE

Thanks to An Post's very generous sponsorship, places on this course are just **€35 each (usual in-person cost €270)**.

For further details contact Kate Gunning on 00 44 207 421 4670 or [kate.gunning@booksellers.org.uk](mailto:kate.gunning@booksellers.org.uk)  
**To book a place, fill in the form below.**

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