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Reaching New Markets – A guide to developing a successful BME strategy

Rageh Omaar to chair 22 November seminar

The Reading Agency, the independent charity working to get more reading to more people and The Bookseller are delighted to announce a joint conference exploring the positive ways that librarians, publishers and retailers can work together to grow the book market, promote Black and Minority Ethnic (BME) authors and target a multi-ethnic audience. The event will be chaired by renowned broadcaster and writer Rageh Omaar.

Date: 22 November 2007 (1400-1800)

Venue: Rich Mix, London, E1 6LA

The conference will be a key event for professionals with an interest in reading, publishing and marketing. It will examine:

- The real size and value of the BME market
- Research findings from The Reading Agency and leading publisher HarperCollins into the reading, borrowing and buying habits of BME readers
- How the BME market is set to evolve in the future
- Initiatives currently underway between libraries, publishers and retailers in targeting this market today
- Product gaps in the BME market

Keynote speakers will include:

- **Jo Prior**, Marketing and Publicity Director, **Penguin**
- **Amanda Ridout**, Managing Director, general books, **HarperCollins**
- **Samenua Seshar**, Director, **Decibel**
- **Debbie Hicks**, Director of Research, **The Reading Agency**
- **Mary Fitzpatrick**, Diversity Executive, **BBC**
- **Anjna Raheja**, Managing Director, **Media Moguls**
- **Alistair Spalding**, formerly of **Borders**
- **Vivian Archer**, independent book retailer, **Newham Bookshop**
- **Jessica Huie**, press consultant, **Max Clifford Associates**

The conference will showcase models of good practice and provide a platform for discussing the hot BME issues of today. It will look at how libraries, publishers and retailers can work together to grow the book market.

"Working with the library sector offers publishers a new way of marketing books and growing writers. We know from the Arts Council's Decibel research that libraries have lots of expertise in working with BME communities – an area where we publishers are failing. We are all looking at how to source and best package material for this market, and insights into reading needs will help us get this right," says Amanda Ridout, Managing Director of HarperCollins General.

"This conference comes at an important time, when key players in the reading industry need to be thinking very seriously about how to develop BME audiences and a readership for BME writers. The new research will really move our thinking on," says Miranda McKearney, Director of The Reading Agency.

"Working with The Reading Agency to help open up book markets further to potential new readers is an exciting, worthy and inspiring challenge," says Neill Denny, Editor-in-chief, The Bookseller.

For further information email sally.greetham@bookseller.co.uk or follow the booking form link on www.readingagency.org.uk

**For more press information please contact
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Notes to editors:

- Founded in 2002, The Reading Agency is an independent charity and reading development agency. It aims to get more reading to more people and is passionate about everyone having an equal chance to become a reader. For more general information, please visit: www.readingagency.org.uk
- Part of The Reading Agency's work involves setting up and running national partnerships, linking libraries to broadcasters, the book trade, youth services and the basic skills sector. Partners include the BBC, major publishers, Orange, the National Youth Agency and the National Literacy Trust.
- The Reading Agency also engages in research, policy and advocacy, exploring the benefits of reading and libraries. We also develop practical resources to support people working with readers: training, toolkits and promotional materials.
- The Bookseller magazine has been the leading business magazine for the book industry since 1858. It is the weekly source of incisive, objective industry news and analysis, reaching all major booksellers and publishers in the UK and in nearly 100 countries worldwide. The magazine also has an active seminar programme and Bookseller retail awards. For information about The Bookseller seminars visit www.thebookseller.com/seminars
- www.thebookseller.com provides daily news and comment about the book business, starting at 8am with the latest digest of press reports about the publishing sector and financial updates from the City. The site also includes opinion, blogs, author profiles and features about the book business, as well as an extensive and searchable archive of previously published content. Regular News Flash emails break the latest publishing stories first.

It's time to stop reading. It's time to get someone else to start.