

# HAVE BOOK, WILL TRAVEL



How travel publishing is changing and what you need to know about it

1st May 2008, Courthouse Kempinski Hotel, London W1F 7HL

**Travel publishing and consumer needs are changing. Find out how to keep up with fast-paced transformations in the industry, so that you can sell travel books and guides more effectively instore and online – come to The Bookseller seminar on 1st May.**

## Who should attend?

Travel publishers  
Marketing directors  
Publicity directors  
Retailers  
Travel book buyers  
Sales directors  
Senior editors  
Travel writers

### Sales on the highstreet

Travel publishing is a highly competitive area within the industry. And with the reported mergers and acquisitions of late, and fluctuating sales, times have become even more challenging for travel publishers and retailers. Alex Ingram, travel & natural history buyer, Waterstone's, will be at The Bookseller's Have Book, Will Travel seminar to provide an insight, from a retailer's perspective, on sales of travel books and guides, growth areas in sales in 2007/2008, and influences affecting travel book and guide sales on the highstreet in the last year.

### Mapping the future

The internet has become the most popular tool for consumers to access travel informa-

tion and to learn more about their destinations of choice. Looking at maps, Andrew Steed from Stanfords will present an analysis into the present status and future of the map

### Go surfing

Should travel publishers sell content online? Is this the future of travel books and guides? And is there a need for a new business model? Genevieve Shore, global digital director at Penguin, will be giving her perspective on this topical issue with some interesting examples of developments at Penguin. Joel Bravo-Brandon will speak about innovations in travel guide formats at WhatsOnWhen

### Branding the travel book

And finally, Tom Hall, travel editor at Lonely Planet and Alastair Sawday of Alastair Sawday Publishing will provide some of the answers on using PR to get your travel content out to the masses and sell more. What are the issues in differentiating travel guides and selling them as brands? How can you re-enforce these brands or change them? And what are the digital opportunities and challenges in branding travel books and guides?

## THE Bookseller Seminars 2008

Confirmed speakers include:



### Chair: Jeremy Head,

travel journalist

Jeremy Head is travel writer, photographer and broadcaster based in Brighton, UK. His writing features in most of the UK's national newspapers and travel magazines. He has just completed a new guidebook to Seville for Frommer's. You can read his travel blog at: [www.travelblather.com](http://www.travelblather.com)



### Tom Hall,

travel editor, Lonely Planet

Tom Hall is travel editor at Lonely Planet, the writer of the weekly "Ask Tom" feature in the Observer travel section, and contributor to a host of other magazines and newspapers in the UK and Europe. Tom is a regular commentator on travel news and events in the media. He is the editor of Lonely Planet's Travellers' Tips books, and contributes to guidebooks and custom print books, as well as blogs and podcasts for [www.lonelyplanet.com](http://www.lonelyplanet.com).



### Genevieve Shore,

global digital director, Penguin

Genevieve has worked in publishing for 17 years, the last six with Penguin. In June 2007, she took up the newly created role of global digital director. The role has turned her into a strategist, evangelist, platform agnostic, herder of cats and YouTube addict. Genevieve loves travel and adventure but dislikes airport delays and economy seats. She likes red wine and beer but dislikes champagne.

**Alex Ingram**, travel and natural history buyer, Waterstone's. Waterstone's head office buyer for travel since autumn 2006, Alex originally started work in a branch in Edinburgh in 2002, before moving to head office in late 2004. Alex's main day-to-day role is dealing with publishers and core stock, along with promotional work and overall strategy.



### Alastair Sawday,

chairman, Sawday Publishing

Alastair publishes Sawday travel books. He ran his own travel company as a walking and cycling specialist before setting up his own publishing company in 1994. Among other titles he publishes 'Special Places to Stay' travel guides and also Fragile Earth environmental series (eg: Little Earth Book, Little Food Book and Little Money Book – and Big Earth Book in 2007).



### Joel Bravo-Brandon,

general manager, WhatsOnWhen

Joel graduated from Oxford with an MA in economics and leapt head-on into the world of media, launching several successful businesses in the music industry. In 1999, he co-founded "WhatsOnWhen", it provides online travel guides to the consumer and many of the world's leading travel companies, including Eurostar, Hilton Hotels, Last-minute.com and British Airways

Standard price per ticket is £140 (+VAT)

Further discounts are available for group bookings (three or more attendees)

For more information, about booking contact: [sally.greetham@bookseller.co.uk](mailto:sally.greetham@bookseller.co.uk) or call on 020 7420 6028

To book your seat go to [www.thebookseller.com/seminars](http://www.thebookseller.com/seminars)