



Small Business Forum
15th July 2008
Thistle City Hotel, Birmingham

Online and Active

An Independent Booksellers' lowdown on the what, why, where, when and how of websites, online marketing, community-building and lots of other 21st Century stuff!

10.00 am – 10.30 am	Registration & Coffee
10.30 am – 10.55 am	Keynote Overview Linda Bennett , Goldleaf Consulting and author of <i>E-Book Aggregators and Platforms 2006</i> and <i>E-Books: the Options</i>
10.55 am – 11.15 am	Building a Bookshop Website Nic Bottomley , Mr B's Emporium of Reading Delights, Bath, will outline the thinking, planning and implementation of his website – the key to which is reflecting the ethos of his shop
11.15 am – 11.40 am	What's Out There? There are lots of suppliers who can help booksellers make the most of new ideas and get started online and with new technologies. Today, we invite three of many to join us: Bob Jackson , Gardners Chris Conway , The Book Partnership Paul Williams , Lightning Source
11.40 am – 11.55 am	Coffee
11.55 am – 12.15 pm	Ask Sridhar! Sridhar Gowda is one of the pioneers of online bookselling in the UK, with countrybookshop.co.uk one of the first and finest, and complementing a unique shop in the old railway station at Bakewell in the Peak District. In this short session, Sridhar will be available to answer questions from booksellers, particularly on how to market your shop online – this could cover email marketing, email databases, developing new ideas online – please complete the Questions for Sridhar section of the booking form and

	we will cover as much ground as we can in the time available
12.15 pm – 1.15 pm	Discussion Groups Discussion Groups are the mainstay of the SBF meetings, and today we will have two sets of discussion groups. Depending on the subjects raised on delegate booking forms, we will set topics for the discussion groups, and there will also be the chance to brainstorm and pick each others' minds.
1.15 pm – 2 pm	Lunch
2 pm – 2.45 pm	Social Networking For those who do it, it's second nature; for those who don't, it's an unfathomable mystery....this session aims to demystify the puzzled and inspire the curious. Some of the book trade's best known and most eloquent social networkers are here to tell you how and why it's done... Emma Barnes, Snowbooks Mark Thornton, Mostly Books, Abingdon Kieron Smith, BookRabbit
2.45 pm – 2.55 pm	Q&A
2.55 pm – 3.15 pm	Coffee
3.15 pm – 4.15 pm	Discussion Groups Discussion Groups are the mainstay of the SBF meetings, and today we will have two sets of discussion groups. Depending on the subjects raised on delegate booking forms, we will set topics for the discussion groups, and there will also be the chance to brainstorm and pick each others' minds.
4.15 pm	Roundup and Close
4.30 pm	End

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