

January 27-29, 2021, approx. 12:00-3:30 pm EST daily, Online via Zoom

Precise timing of PD and breakout sessions may be adjusted based on final programming. All times EST.

Day 1: Wednesday, January 27, 2021

- 12:00-12:15 pm **Opening Remarks**
Melissa Pitts, President, ACP
- 12:15-1:00 pm **2020 Market Overview/BookNet Update**
Noah Genner, CEO, BookNet Canada
- What do the numbers tell us about the Canadian book market's performance in 2020? What market trends do we expect to see continue in 2021? BookNet Canada CEO Noah Genner will dive into the numbers and unpack how the pandemic has affected print, digital and audio sales; public library collections and circulation; and offer other updates on BNC programs and services.
- 1:00-2:00 pm **Canada Book Fund Update**
Julie Fairweather, Director, Book Publishing Policy & Programs, PCH
- 2:00-2:15 pm *Break (15 minutes)*
- 2:15-3:00 pm **ACP Membership Breakout Session #1**
Facilitator: Jonathan Bennett, Laridae Communications
- An energizing and interactive session for members, which will provide opportunities for networking and small group discussion, while directly informing ACP's strategic plan.
- 3:00-3:45 pm **Shaping Sustainable Publishing**
Moderator: Jen Knoch, ECW Press; Panelists: TBA
- As we rethink and redesign our work process and policies post-COVID-19, how can we also address the larger, looming threat of the climate crisis? How can we green our supply chain, our offices, and our books? This session features a short talk by BookNet's Noah Genner on the new International Green Book Supply Chain Alliance, and then a panel discussion featuring publishers working on their company footprints, moderated by Jen Knoch of ECW Press.

Day 2: Thursday, January 28, 2021

- 12:00-1:00 pm **Book Marketing Post-Pandemic: Pivoting from band aid to long-term strategy**
Zoe Grams (ZG Stories)
- It's no longer news that COVID-19 has radically changed how we find readers, increase reputation and build sales. In Spring 2020 we all changed tactics mid-season. We tried new or previously untested promotional methods, we pivoted marketing budgets and—in many cases—we learned new skills. This session asks the next essential question: How do we move from pinch-hitting tactics to building systems and practices in our marketing departments that support long-term results? Or, how do we use lessons from 2020 to guide our strategies in 2021 and beyond?
- This practical session offers answers to these questions with tangible recommendations for steps publishers can take in Fall 2020 and Spring 2021 to develop successful promotional plans in a current- and post-pandemic market.
- 1:00-1:15 pm *Break (15 minutes)*
- 1:15-2:30 pm **Book Marketing Post-Pandemic (continued)**
- 2:30-2:45 pm *Break (15 minutes)*
- 2:45-3:30 pm **ACP Membership Breakout Session #2**
Facilitator: Jonathan Bennett, Laridae Communications

Day 3: Friday, January 29, 2021

- 12:00-12:40 pm **Indigo Update: Focus on Local Experience**
Murray Simpson, Director, Print Customer Experience & Curation
- ACP and Indigo have been meeting throughout 2020 to explore ways that we can work better together to increase the sales of Canadian books through the chain. Murray Simpson will provide an introduction to this work, share how the Indigo local experience team identifies titles for merchandising, and offer tips to publishers on how they can best present their metadata to ensure their books reach the people who need to see them.
- We anticipate that this session will be the first in a series of webinars offered by members of Indigo's local buying team throughout the winter, which will be focused on specific regions and genres.

- 12:40-1:20 pm **Intro to the Canadian Independent Booksellers Association**
Doug Minett, Executive Director, CIBA
- 2021 will see the official launch of the Canadian Independent Booksellers Association (CIBA), a development that has been highly anticipated by ACP and others across the industry. Executive Director Doug Minett will share an overview of CIBA's plans for the coming year, setting the stage for future collaboration between our two associations.
- 1:20 -1:30 pm *Break (10 minutes)*
- 1:30-2:15 pm **ACP Membership Breakout Session #3**
Facilitator: Jonathan Bennett, Laridae Communications
- 2:15 -2:30 pm *Break (15 minutes)*
- 2:30-3:30 pm **Closing plenary session, ACP members**
Chair: Melissa Pitts, ACP President

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