



# BMA Itinerary

**A note about education sessions:** All education sessions will be held at the Royal Anne. Handouts that will go over the Bookmanager specifics will be provided for each session so you can spend less time note-taking, and more time engaging with the presenters and your fellow booksellers.

Laptops are also recommended to follow along with Webstore presentations. Bookmanager telephone support is there for when you get home and need help implementing the strategies we cover.

**Unless noted, and due to limited seating, booksellers will receive first priority for education sessions.**

## Thursday June 8<sup>th</sup>

6:00pm  
to  
9:00pm

### BMA Kick-Off at Kelly O'Bryan's

[📍 262 Bernard Avenue](#)

Join us for food and drinks on the second floor of Kelly O'Bryan's restaurant, located steps away from the Royal Anne. This informal meet & greet is open to bookstores, reps, and publishers. Bring your own wallet!

## Friday June 9<sup>th</sup>

8:30am  
to  
9:30am

### Webstore for Your Customers

Learn how to quickly build and maintain a customer-friendly Webstore. We'll walk-through the creation a staff picks page, which will illustrate the most common Webstore site content features. Topics covered will include creating lists, adding images, image sizing tips, working with text and custom fonts, creating links, and overall design best practices.

9:40am  
to  
10:40am

### Offsites, Events, & Schools

This session focuses less on Bookmanager procedure and instead discusses the concepts that make partnerships profitable and efficient. From large author signings done offsite to book fairs hosted at a local school, we'll cover tried and true practices to build lasting relationships and engagement within your community.

**Panelists:**

Kelly Dyer – *Audrey's Books, Edmonton, AB*

Heather Kuipers – *Ella Minnow Children's Bookstore, Toronto, ON*

Laura Ash – *Another Story Bookshop, Toronto, ON*

**10:50am  
to  
11:50am**

## Marketing

Your store's brand and customer awareness is crucial, but crafting a unique identity and hitting your target audience has never been more of a head-scratcher. Print advertising, radio, social media, viral videos, Instagram... it's enough to drive anybody nuts, so we're here to help you identify which methods might work for your store.

### Panelists:

Lando Klassen – *House of James, Abbotsford, BC*

Rebecca Lloyd – *Librairie Drawn & Quarterly, Montreal, QC*

**12:00pm  
to  
12:45pm**

## Book Depot Sponsored Lunch

**12:45pm  
to  
1:45pm**

## Used Books, Remainders, & Sidelines

As Michael often touts, "A bookstore that sells just new books is a hobby. A bookstore that also carries used books, remainders, and/or sidelines is a business!" We'll lay out the best practices for optimizing your non-new book products, with a few Bookmanager tips sprinkled throughout for good measure. The handout will include sideline companies our users have had success with, plus some time set aside for you to share your great sideline find!

### Panelists:

Alicia Neill – *Mosaic Books, Kelowna, BC*

Joy Mclean – *Cafe Books, Canmore, AB*

Amber Rider – *Bungalow, Victoria, BC*

**1:55pm  
to  
2:55pm**

## Webstore for Your Store

The Webstore component of Bookmanager has grown substantially over the years, and provides some amazing time saving tools for your buyers and analyzers. Learn how to utilize Browse and Catalogues to their full potential, import spreadsheet orders into your site (and Bookmanager software), and open up your Webstore to reps for more informed buying.

**3:05pm  
to  
4:05pm**

## Roundtable Idea Exchange

Discuss and debate with your fellow booksellers on pre-determined topics. Booksellers will be divided into small groups of 12 or so and encouraged to share ideas and brainstorm solutions to common bookselling problems. Groups will not be divided by specialty or store size; rather, we hope large and small stores can learn from each other and pass along their unique perspectives on bookselling and business management.

4:50pm  
to  
6:30pm

## Usborne Houseboat Cruise

 [Sails Waterfront Fountain](#)

Capacity is limited to 80, so please register soon to ensure your spot! Hor d'oeuvres and drinks are complimentary as we tour the Okanagan waterfront. The cruise boards at 5pm sharp from the Sails fountain along the Downtown waterfront, and departs at 5:30pm. **This is a bookseller only event.**

5:30pm  
to  
9:30pm

## Canadian Manda Group "BBQ"

 [Hanna's on the Waterfront - 1352 Water Street](#)

Due to high lake levels and flooding all along the waterfront, the Manda BBQ will no longer be hosted at the Neills'. We have secured **Hanna's on the Waterfront**, a second-floor restaurant with a large patio and one of the best views of the downtown waterfront. Food and a handful of drink tickets (wine, beer, highballs) will be provided, just as before, so no need to bring your wallet unless you want to get wild or order off the top shelf!

The upside to this venue change is how close it is to the downtown core. No bussing required, Hanna's is a mere 5-10 minute waterfront walk from our sponsored hotels. If you need a ride, taxis are a plenty in the downtown core.

Unfortunately, Google Maps has Hanna's pinned incorrectly, so follow the waterfront walkway and you'll see Hanna's stacked above Rose's Pub, with the entrance through Rose's as well. **This event is open to booksellers, publishers, and reps.**

# Saturday June 10<sup>th</sup>

8:30am  
to  
9:30am

## Analytics Part 1

A hugely valuable Webstore tool that has only been embraced by a handful of bookstores, Analytics can take the guesswork out of inventory management and profitability. Considering its scope and detailed interface, we are devoting two sessions to Analytics and how to use it to optimize your business. Feel free to bring your laptops and use your own Webstore to follow along.

9:40am  
to  
10:25am

## Analytics Part 2 & Finances

Continuing the demonstration from the first session, part 2 will also explore broader business concepts such as rent, wages, and overall financial best practices.

10:30am  
to  
11:00am

## RCC Q&A

Join Retail Council of Canada representative Mark Startup for a short panel on how the RCC can benefit your store. The panel will include a Q&A portion to allow stores to express what they would like to see from the RCC, and how the RCC can improve their services.

**11:05am  
to  
12:05pm**

## **Publisher Panel**

A one-hour session giving publishers and distributors the spotlight to discuss their business practices and services with a focus on the independent market. Tips and tricks, education and opinions abound! Questions and answers too! This session should help booksellers and their suppliers learn more about how they can work together. This session is open to all booksellers, publishers, and reps.

### **Panelists:**

Robert Wheaton – *Penguin Random House*

Paddy Laidley – *Raincoast Books*

Hamish Cameron – *University of Toronto Press*

Margaret Bryant – *Director of Sales and Marketing for Dundurn Press and the Chair of the ACP's Indie Bookseller Task Force*

**12:05pm  
to  
12:45pm**

## **Ampersand Inc. Sponsored Lunch**

**12:45pm  
to  
2:00pm**

## **Paz & Associates presents: Show & Sell**

Creating a special sense of place in your bookstore engages both your love of books and your creativity to best utilize the physical aspects of your space. In this session, you'll go on a virtual bookstore tour with Donna Paz Kaufman, founder of The Bookstore Training & Consulting Group and winner of the Specialty Store Design Award from the Association of Retail Environments, to learn the design and display essentials of using the most valuable real estate in your bookstore. You'll learn to assess the opportunities in your bookstore with fixture placement, creating a mindful traffic flow, utilizing key display spaces, and bringing books to life in sections throughout the store.

**2:10pm  
to  
4:00pm**

## **Bookmanager Town Hall**

The town hall is an opportunity for open, positive and constructive discussion about industry and association issues. The full panel will be announced soon. We encourage booksellers and reps to send in any questions in advance to [mail@bookmanager.com](mailto:mail@bookmanager.com). This session is open to all booksellers, publishers, and reps.

### **Panelists:**

Lisa Doucet – *Woozles Bookstore, Halifax, NS*

Susan Hare – *Owl's Nest Bookstore, Calgary, AB*

Shelley Macbeth – *Blue Heron Books, Uxbridge, ON*

Cliff McNeill-Smith – *Tanner's Books, Sidney, BC*

Michael Neill – *Mosaic Books, Kelowna, BC*

Amy Thomas – *Pegasus Books, California, USA (3 locations)*

6:00pm  
to  
8:00pm

## Penguin Random House Cocktail Party

 [Mosaic Books - 411 Bernard Avenue](#)

Hosted at Mosaic Books, with food by Details Catering. It's a bookstore party with food and live music... need we say more?! This session is open to all booksellers, publishers, and reps.

# Sunday June 11<sup>th</sup>

9:00am  
to  
11:30am

## Rep Sessions

It is crucial for publishers and their reps to maintain good relationships with their bookseller accounts. Bookmanager has some valuable tools to help publishers do just that. This session will help those reps learn about those tools, discuss their value, and give any feedback. From making sure your books are displayed in the best way possible, to using catalogues and statistics, and ultimately helping stores buy more of the books you provide. This session is for reps only.

9:30am  
to  
11:00am

## Bookstore Tour at Mosaic Books

 [411 Bernard Avenue](#)

Take a stroll through Bookmanager's very own Mosaic Books, led by Mosaic's manager (and Michael's daughter) Alicia. We may even pop up for a peek at the "glamorous" Bookmanager office. The last BMA bookstore tour proved to be an awesome medium for inspiration, discussion, and idea sharing. Spots are limited, so please register soon to ensure placement. Depending on the size of group and discussion, the tour may not last the full 1.5 hours.

12:50pm  
to  
4:30pm

## Raincoast/PGC/BookExpress Wine Tour

A shuttle will leave the Royal Anne at 1pm for an afternoon jaunt to two amazing wineries. We have booked award winning Tantalus and Indigenous World Winery. There will be a light snack provided during the tours, so please have lunch beforehand! This event is for booksellers only.

# Event Contact

Bookmanager staff are available to contact during BMA for questions regarding the event and emergencies. **Staff will only be available for questions outside of education session hours.**

**Diana O'Neill - 250.212.9385**

**Trevor Neill - 250.448.1427**

**Michael Neill - 250.212.3814**