



Programme

30th September, London
#KidsConf

MORNING

COUNTY SUITE

09:00 – 09:30

Breakfast

09:30 – 09:35

Opening Remarks

Molly Flatt

children's conference
programmer & comment editor
The Bookseller

09:35 – 09:50

KEYNOTE

Reading rights

Frank Cottrell-Boyce

waterstones children's laureate
2024-2026

09:50 – 10:10

KEYNOTE

Winning kids back

Rebecca McNally

publishing director & editor-in-chief
Bloomsbury Children's Books

10:10 – 10:20

KEYNOTE

Publishers and the
reading for enjoyment
challenge

Caroline Cummins

director of policy & public affairs
Publishers Association

10:20 – 10:40

KEYNOTE

Downs and ups – the
children's book market
2024

Philip Stone senior insight analyst
Nielsen BookData

10:40 – 11:00

KEYNOTE

Changing the mix

Jasmine Richards

founder & ceo
Storymix



TEA BREAK : 11.00 – 11.30

COUNTY SUITE

11:30 – 12:00

IN CONVERSATION

The booksellers

Emma Bradshaw Moderator head of campaigns

Booksellers Association of the UK and Ireland

Nick Campbell children's campaign manager

Waterstones

Sanchita Basu De Sarkar owner

Children's Bookshop, Muswell Hill

WESTMINSTER

11:30 – 12:00

IN CONVERSATION

The indie publishers

Caroline Carpenter Moderator

children's editor & deputy features editor, The Bookseller

Sanjee de Silva head of publishing, Sweet Cherry Publishing

Jasleen Saran pr manager, Books2Door

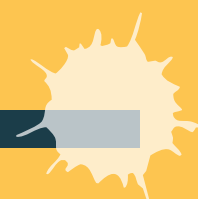
Jenny Broom co-founder & publisher

Magic Cat Publishing

Rachel Williams co-founder & publisher

Magic Cat Publishing

ROOM SWITCH : 12:00 – 12:05





COUNTY SUITE

12:05 – 12:20

CASE STUDY

The Reappearance of Rachel Price

Emily Sommerfeld senior marketing manager
Farshore (an imprint of HarperCollins)
Olivia Carson marketing director
Farshore (an imprint of HarperCollins)

12:20 – 13:00

PANEL

What next for YA?

Katie Fraser Moderator staff writer & chair
of the YA book prize 2024, The Bookseller
Ali Dougal publishing director,
Simon & Schuster Children's Books
Holly McLoughlin campaign manager, The Pitch Agency
Anissa de Gomery ceo & co-founder, FairyLoot
Lex Croucher author & winner of the YA book prize 2024

WESTMINSTER

12:05 – 12:20

CASE STUDY

Campaign for Little People, Big Dreams: Taylor Swift

Christopher Ransom head of children's campaigns
The Quarto Group
Meg Fowler children's campaigns manager
The Quarto Group

12:20 – 13:00

PANEL

Unleashing purpose-led picture books

Liz Scott Moderator director, Liz Scott PR
Kiran Satti deputy principal, Oasis Academy Woodview
Elorine Grant art director, illustrated fiction
HarperCollins Children's Books
Helen Weir senior commissioning editor
Two Hoots (an imprint of Pan Macmillan)
Dapo Adeola author & illustrator

LUNCH : 13:00 – 14:00

14:00 – 14:40

PANEL

Reimagining kids' events

Rhiannon Tripp Moderator bookshop manager &
children's bookselling area support for London,
Waterstones Kensington
Rebekah Polding ceo, Discover Children's Story Centre
Sofia Akel founder & managing director, Free Books Campaign
Syima Aslam ceo & artistic director
Bradford Literature Festival

14:40 – 14:50

CASE STUDY

South Asian Book Festival

Sanchita Basu De Sarkar co-founder of SAIL fest,
the new South Asian illustration and literature festival
Sinéad Gosai co-founder of SAIL fest,
the new South Asian illustration and literature festival
Chitra Soundar co-founder of SAIL fest,
the new South Asian illustration and literature festival

14:00 – 14:40

PANEL

Capitalising on audio

Philip Jones Moderator editor, The Bookseller
Carla Herbertson co-founder & director, Small Wardour
Rebecca Lundgren co-founder, Voxblock
Kelli Fairbrother co-founder & CEO, Xigxag
Jessica Tarrant content director, Yoto

14:40 – 14:50

CASE STUDY

Using digital to get people reading

Mark Thornton
bookshop partnership manager,
Bookshop.org





COUNTY SUITE

14:50 – 15:30

PANEL

Spreading the graphic revolution

James Spackman Moderator agent & coach
The bks Agency & The Book Pitch Doctor
Karrie Fransman comics creator
Ramzee writer & illustrator
Ruth Knowles publishing director
Puffin (an imprint of Penguin Random House)

WESTMINSTER

14:50 – 15:30

PANEL

The enduring heart: Sustaining a career as a creative in kids' publishing

Jasmine Richards Moderator founder & ceo, Storymix
Molly Kerr Hawn managing director, The Bent Agency UK
Candy Gourlay journalist & author
Eishar Brar editorial director, Knights Of
Chanté Timothy children's book illustrator

TEA BREAK : 15:30 – 16:00

COUNTY SUITE

16:00 – 16:10

SHOWCASE

Lit in Colour Pioneers Pilot research overview

Zaahida Nabagereka
senior social impact manager
Lit in Colour

16:10 – 16:20

SHOWCASE

National Book Tokens, Read for Good and The Yellow-Lighted Bookshop collaboration

Justine Daniels ceo, Read for Good

16:20 – 17:00

ROUNDTABLE

The reading crisis: time for solutions

Caroline Cummins Moderator
director of policy & public affairs
Publishers Association
Alison David consumer insight
director, HarperCollins
Children's Books & Farshore
Sanjeev de Silva head of publishing
Sweet Cherry Publishing
Martin Galway head of school
programmes, National Literacy Trust
Debbie Hicks Creative director
The Reading Agency

17:00 – 17:10

SHOWCASE

World Book Day: making an impact

Cassie Chadderton
chief executive
World Book Day

17:10 – 17:20

ENDNOTE

Comic timing

Jamie Smart comic creator



CLOSING REMARKS FOLLOWED BY DRINKS RECEPTION: 17:20 – 18:30

Join us there!

Sponsors

