Innovate or Die

International Conference of Young Booksellers
14-15-16 June 2010 • Ghent, Belgium

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General information

Objective
The International Conference of Young Booksellers aims to offer 'young booksellers' a platform where they can exchange knowledge and participate in capacity-building workshops. The goal is to gain know-how that can be applied in their professional life. The key words for the conference are 'worthwhile' and 'exciting'.

5 workshops
There will be 5 parallel brainstorming workshops (covering 1,5 day of the conference).
The goal? To discuss and work together on new ideas and concepts. Each workshop will be limited to 12 young booksellers for a more intense coaching experience.

There are 5 workshop topics:

1. E-book and bookstores
2. E-commerce and bookstores
3. Bookstore as a point of sale
4. New marketing concepts for bookstores
5. Image of the bookstore

Each workshop will be conducted by a consultant of the COCD, the Flemish/Dutch knowledge centre for the development of creative thinking skills.

Conference results

- Participants will be expected to present 1-3 new concepts for each topic at the welcome dinner on June 16th of the European and International Booksellers Federations (EBF/IBF). Ideas for presentation can be found when looking for Dragons' Den on YouTube, e.g. http://www.youtube.com/watch?v=Tq0tan49rmc&feature=fvw.
- The same new concepts serve as input for the conference report.
- Participants are expected to translate concepts into an advice for (the management of) the participants' own bookstore.
- A full report will be made for the participants.

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Venue

Vooruit, multidisciplinary arts centre in a monumental, renovated building in Ghent.

www.vooruit.be

Hotel

GHENT
Hotel Ibis
5 minutes' walk from Vooruit (and also 5 minutes' walk from the historical city centre!).

http://www.ibishotel.com/nl/hotel-1455-ibis-gent-centrum-opera/index.shtml

BRUSSELS
Youth hostel Jacques Brel
5 minutes' walk from the historical city centre

http://www.laj.be/html/en/hostels/brel/aubergesbrel_en01.htm

Registration

Please fill in the registration form and mail it before May 10th 2010.

Also, please take a picture of yourself in your bookshop and send it along with the registration form. The picture also doubles as your ticket for the Young Booksellers Lottery; the winner of the first prize receives a state-of-the-art **e-reader** (sponsored by iriver Story).

Information
All information will be available on www.boekenvak.be/innovateordie (online from March 15th). The results of the conference will also be presented on this website.

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Programme
(provisional)

• Sunday June 13

- Arrival of participants at Hotel Ibis Ghent
- Tour of Vooruit

Day 1 • Monday June 14

Morning	▪ Welcome speeches by - Susanne Meinel, president of ICYB - Iris Van Germeersch, chairperson of the Flemish Booksellers Association (VVB) ▪ Introductory game to get to know each other ▪ Keynote speakers - 'Exciting Developments in Flanders', by Geert Joris, managing director Boek.be (umbrella trade organisation of Flemish booksellers and publishers) - 'Trends in retail', by an inspiring speaker from a non-book sector - 'Fighting Pirates: the © is the Limit', by Kurt van Damme, managing director RUIT (Collecting Society of Flemish Publishers).
Afternoon	▪ Introduction to creative thinking & creative problem solving ▪ Start of brainstorming workshops: - short introduction of topic by scouting new trends or recent developments (using the internet) - gathering and selection of ideas or concepts ▪ Book dating (*): first round
Evening	▪ Group visit to local bookstore with explanation about the bookstore concept and its business model ▪ Dinner with presentation of Frankfurt Book Fair

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Day 2 • Tuesday June 15

Morning	▪ Continuation of brainstorming workshops: - Strengthening and enriching selected ideas - Shape ideas into concepts - Activation of ideas ▪ Book dating (*): second round
Afternoon	▪ Book dating (*): third round ▪ Continuation of brainstorming workshops: - New selection of best concepts (per workshop group) - Preparation of presentations (collages, ppt, role play, etc.) - Presentation of ideas & concepts per group - Plenary presentation of best concepts - Individual reflection on concepts, write advice for management of own bookshop
Evening	▪ Announcement of the Booksellers International Book of the Year (BIBY) ▪ Lottery draw (first prize: e-reader) ▪ Appointment of new President of the Young Booksellers ▪ Dinner ▪ Belgian beer tasting tour in Ghent

Day 3 • Wednesday June 16

Morning	▪ Transport to Brussels ▪ Guided visit to bookstore Cook & Book ▪ Fellow Secretary Meeting
Afternoon	▪ Retail Trend Tour: free visit to bookshops and other retail businesses in Brussels with an inspiring concept.
Evening	▪ Meeting with EBF/IBF participants ▪ Presentation of favourite books by Young Booksellers ▪ Presentation of best concepts for bookstores ▪ Election of most promising concept by EBF/IBF members

(*) Book dating
Book dating is a way to experience participants' skills of selling books. There are three rounds. 1/3 of the participants play in each round. Each person gets 3 minutes to promote his/her favourite book to 2 other persons. Everyone receives a list with all entries so that you can give a score for each book. The Top 3 of the Favourite Books of Young Booksellers will be presented at the dinner on Tuesday and at the EBF/IBF-dinner.