

The London Book Fair partners with Authoright to launch new look AuthorLounge

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The London Book Fair is delighted to announce its partnership with book marketing and publishing consultancy Authoright, in the creation of a revamped AuthorLounge dedicated to unpublished authors at the 2013 fair.

The LBF AuthorLounge curated by Authoright will present new writers with an eclectic, compelling, cutting-edge, interactive and collaborative programme of events, seminars and networking opportunities designed to educate and inspire and mark the beginning of a new way of thinking about writing and publishing, providing a space in which authors can learn, create, have fun and, most significantly of all, take control. Already confirmed for the seminars are representatives from Faber and Faber, HarperCollins, Foyles, Kindle Direct Publishing, Matador, Andrew Lownie Literary Agency and Penguin.

The AuthorLounge will bring together experts from all aspects of the publishing industry from editors, marketers, cover designers and booksellers to share their expertise and insights into the contemporary publishing landscape and, for the first time ever at the London Book Fair, unpublished authors will also be able to meet and network with literary agents.

Each year The London Book Fair welcomes a large number of author visitors through its doors, and by partnering with Authoright, The London Book Fair hopes to attract more visitors than ever before, recognising the shift in publishing towards author services.

Jacks Thomas, Senior Exhibition Director at The London Book Fair: “We’ve received lots of feedback from those wanting to be published that The London Book Fair offers a valuable one stop experience to explore all the options available to them. It’s great to be partnering with Authoright at this year’s Fair and to be providing a more customised content stream for as yet unpublished authors. Through the seminars,

events, networking opportunities and the unique access to the publishing solutions sector, all visitors to the AuthorLounge curated by Authoright are bound to have a very rewarding book fair.”

Gareth Howard, Authoright CEO: “We’ve always had a really strong vision for what the AuthorLounge space could be and we’re honoured to have joined forces with The London Book Fair in order to help realize it’s true potential. We strongly believe in choice and transparency, in education and information for authors, regardless of how they are publishing. Our aim with the LBF AuthorLounge is to enable them to access a level of expertise that has up to now been closed off to them. It’ll be a celebration of 21st Century publishing.”

A specially designed microsite will highlight the upcoming events and the key sponsors and speakers in the run up to this year’s event and will also serve to keep the brand alive online with content and resources for writers. For more information go to www.londonbookfair.co.uk/authorlounge

For more information on the LBF AuthorLounge curated by Authoright, please contact:

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About Authoright

Authoright is the leading author services and publishing industry consultancy, working across all areas of publishing, from literary agents to traditional publishers, self-publishers and new technology firms, as well as directly with authors in a private capacity. Specialising in the provision of affordable but effective marketing solutions, their clients include Faber and Faber, authoronomy / HarperCollins, Matador and The Hanbury Literary Agency.

THE LONDON BOOK FAIR (LBF)

The London Book Fair is the global marketplace for rights negotiation and the sale and distribution of content across print, audio, TV, film and digital channels. Taking place every spring in the world’s premier publishing and cultural capital, it is a unique opportunity to explore, understand and capitalise on the innovations shaping the publishing world of the future. The London Book Fair brings you direct access to customers, content and emerging markets. The London Book Fair 2013, the 42nd Fair, will take place from 15-17 April 2013, Earls Court, London. Turkey is Market Focus country in 2013, following China in 2012. For further information, please visit: www.londonbookfair.co.uk.

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Reed Exhibitions Books & Publishing portfolio consists of six trade and public book fairs taking place in some of the most important and dynamic book markets in the world: Brazil, France, Japan, UK and USA. Bienal do Livro São Paulo, BookExpo America, eBooks, Salon du Livre, The London Book Fair and Tokyo International Book Fair, collectively attract over 770,000 participants and 2,600 primary exhibitors and rights centre table holders, interested in buying or selling intellectual property rights, buying, selling or specifying titles, discovering the latest trends in publishing, understanding new markets or meeting authors and discovering new titles.

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