

**TLC**  
*TheLiteraryConsultancy*

# THE LITERARY CONFERENCE

**JUNE 8-9 2012 | FREE WORD CENTRE, LONDON**

CONFERENCE PROGRAMME



# Contents

- 1 WELCOME
- 2 PROGRAMME
- 5 ABOUT TLC
- 6 THE TLC TEAM
- 7 ASSOCIATE STATEMENTS
- 8 SPEAKERS
- 14 NEW MEDIA WRITING PRIZE
- 15 USEFUL WEB LINKS
- 16 NOTES

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CONFERENCE IN ASSOCIATION WITH



**arvon**



# Welcome



## REBECCA SWIFT

**CO-FOUNDER AND DIRECTOR OF  
THE LITERARY CONSULTANCY**  
@TLCUK

Welcome to The Free Word Centre, of which The Literary Consultancy is a Founding Member.

When The Literary Consultancy was founded in 1996, the publishing landscape looked very different from the way it does today. At that time, when somebody submitted a manuscript to TLC, the question was 'is it good, and/or marketable enough to forward to a literary agent?' and the answer was (broadly) 'yes' or 'no'. We did in some cases recommend responsible self-publishing through a reputable self-publisher who had marketing strengths, but since then, a plethora of options have burst on to the scene thanks to what new technology has to offer.

Anybody writing today with access to the internet or a smartphone can, in principle, publish – i.e. 'make public' – their work. But what does 'the reading public' make of this? How are we as readers, writers, editors, agents and publishers, to make our way through the many possibilities?

Questions that particularly interest me as Director of TLC are what happens to traditional literary values in this changing environment? Do new tools mean new literary forms? Has the 'vanity' left self-publishing forever? Which players in the traditional commercial industry will flourish, and on what terms? How will technological advances affect global publishing?

TLC has put together a conference with the invaluable input of co-curator Jon Slack and our associates Arvon, Commonwealth Writers, Free Word and The Literary Platform, that I hope will begin to answer some of these questions. We are extremely excited by the range of experience that our remarkable line-up of speakers have to offer, and are looking forward to hear what they have to say.

This is the first of what we hope will become an annual conference, an ongoing conversation between practitioners, industry and readers, as the worlds of publishing and writing seem set to be in a fascinating state of flux for some time to come.

Sign up to our newsletter via [www.literaryconsultancy.co.uk](http://www.literaryconsultancy.co.uk) and follow us on twitter at TLCUK to keep in touch.

All very best and thank you for attending,

Rebecca Swift



## JON SLACK

**CO-CURATOR OF THE  
LITERARY CONFERENCE**  
@JonSlack

When Rebecca first suggested more than a year ago that she wanted to host a conference for writers about digital technology, my first thoughts turned to all of the conferences which pepper the yearly calendar in the book industry. These events showcase innovation and foster crucial discussion (and debate) among publishers, but their audience has been the book trade, hence the focus has been towards the industry itself. For the most part, what has been missing from the conversation until now are the writers themselves.

So, this weekend is the culmination of an exciting, hectic, virtually unpredictable year, in which we cross-examined every debate, panel and showcase in our programme, returning again and again to the central mandate of the conference. Always asking: what's in this for writers? Will this be useful, inspiring, thought-provoking – all of the above?

In the past year the interesting question for me (and probably in the minds of many here today) has been: what value are publishers and agents adding in the digital age? The currency of publishers has traditionally been the capacity to offer quality control, editorial expertise and marketing heft. In respect to the two latter aspects: sure, for a price, writers can buy into such services. But all of us have seen that the success of a book is not always down to a refined edit, or a big marketing budget: plenty of books have had either (and sometimes both), and have still failed to ignite readers' imaginations and sell books.

So where else might their value lie? What about when book sales hit critical mass, or when rights deals are being offered from countries all over the world? Or when retailers up and down the land want to stock your book? Some question whether publishers and agents have a role to play anymore at all. My view is that when they do get it right, they become more important than ever. Hence, we have with us today some of the best minds in the business, illustrating what can happen when that mix works for everybody.

We are all essentially here because we love a great story. And with all of this wonderful new technology good storytelling remains the most important ingredient of all. How do we discover these stories, and how will they be told? We hope that these next two days will offer some clues about what to expect next.

All the best,

Jon Slack

# 8 June

REGISTRATION &  
COFFEE  
9.30–10.00AM

WELCOME FROM  
TLC DIRECTOR  
REBECCA SWIFT  
& CO-CURATOR  
JON SLACK  
10.00–10.15AM

@TLCUK  
@JonSlack

KEYNOTE FROM  
HARI KUNZRU  
10.15–11.00AM

@harikunzru

Where are the big changes in publishing, and what remains “business as usual”? How is this affecting the writing process? What are the promises and threats to our literary culture and practice from online? Hari will offer a wide-ranging take on the issues to be addressed over the two days, and outline his hopes and fears for literature.

AUTHORS  
ANONYMOUS:  
CONFESSIONS  
OF A MODERN  
WRITER  
11.00–12.00AM

Linda Grant, Nicola Morgan,  
Kate Mosse, and Chaired by  
Claire Armitstead

@lindasgrant  
@nicolamorgan  
@carmitstead

What do established authors think of the ‘digital age’, and how are they engaging with it? Does it help, or hinder their work? What is their approach to social networking? How are they making it work for them, and how active a role are their publishers playing?

If you are engaged with social networking yourself, or want to be, this session will illuminate how to go about it and help you think about what activity is valuable, and why.

COFFEE BREAK  
12.00–12.15PM

\* Kristen Harrison will be onsite during all breaks for on the spot digi-chats.

NOT JUST  
A PRETTY  
PAGE: HOW  
MULTIMEDIA  
IS BRINGING  
BOOKS TO LIFE  
12.15–1.15PM

CURATED IN ASSOCIATION WITH



Jonas Lennermo, Julian McCrae  
(and Mike Jones), Sophie  
Rochester and Tony White

@lennermo  
@mikejonestv  
@julianmccrea  
@TheLitPlatform  
@tony\_white\_

What does new technology mean for the art of storytelling? This session, curated in association with The Literary Platform, gets to the bottom of how much writers should factor in other platforms and, importantly, the reader when constructing their stories. It will look at how traditional writing is changing, and help inspire writers to develop their skills around new approaches to storytelling.

We want you to leave this session with your mind buzzing with ideas and for you to have a fresh take on where you might take your writing projects.

LUNCH (PROVIDED)  
1.15–2.30PM

# 9 June

## FROM CRADLE TO KINDLE: GETTING DISCOVERED IN TODAY'S E-COSYSTEM 2.30–3.45PM

Michael Bhaskar, Robert Kroese, Tom Williams, Kerry Wilkinson, Kerry Young and Chaired by Jo Ellis

@ajaxlogos  
@robkroese  
@twilliams81  
@kerrywk  
@TheLitPlatform

The process of being discovered – from being commissioned by an agent or publisher, through to being marketed as a published writer – is continually throwing up new configurations and opportunities. This session will draw on a wide range of examples illustrating many routes to publication, with a look at online media and pricing strategies that have successfully built audiences for authors and their books. If you are hoping to be discovered, and stay discovered by readers, this panel should give you a range of ideas to help you take things forward.

## COFFEE BREAK 3.45PM

## AUDIENCE STORYTIME 4.00–4.50PM

In this session we will select publishing stories from delegates that might hold lessons for others in the audience, and ask them to talk for a few minutes about their writing project and their experience. This session will be moderated by Rebecca Swift and Jon Slack, and there will be the chance to ask questions and share your own stories in an open conference forum.

## SUMMING-UP FINDINGS FROM THE DAY WITH REBECCA SWIFT AND JON SLACK 4.50–5.00PM

## DRINKS & NETWORKING (PROVIDED) 5.00–6.00PM

## REGISTRATION & COFFEE 9.30–10.00AM

## SELF-PUBLISHING: MASTERCLASS FROM ROBERT KROESE WITH AN INTRODUCTION FROM ALISON BAVERSTOCK 10.00–11.30AM

@robkroese  
@alisonbav

Rob, author of *Self-Publish Your Novel: Lessons from an Indie Publishing Success Story*, will talk about his experiences with self-publishing, its advantages (and challenges), and how the current turmoil in the publishing industry affects authors.

- How to make an ebook and how to build your presence online
- Self-publishing versus traditional publishing
- Ebooks versus print books
- Kindle versus Nook versus other devices
- Amazon versus publishers and retailers
- The future of self-publishing and ebooks

# 9 June

CONTINUED FROM PREVIOUS PAGE

COFFEE BREAK  
12.00–12.15PM

INTERNATIONAL  
PERSPECTIVES  
11.45–1.00PM

CURATED IN ASSOCIATION WITH



Nii Ayikwei Parkes, Urvashi Butalia, Marina Salandy-Brown, and Chaired by Ellah Allfrey

@BlueBirdTail  
@ZubaanBooks  
@bocaslitfest  
@cwwriters  
@epwa66

The USA and UK have long been a dominant presence in global publishing. This session, run in association with Commonwealth Writers, will take a wide-ranging look at how the internet is creating new opportunities for authors to reach audiences beyond their local markets, and will feature examples and lessons learnt from those who've made it work in other regions such as the Caribbean, Africa and South Asia.

LUNCH (PROVIDED)  
1.00–2.15PM

CANON TALES:  
THE STORIES  
BEHIND THE  
STORY-MAKERS  
2.15–3.30PM



AGENTS  
Carole Blake  
@caroleagent  
David Godwin  
@DGALitAgents  
Cathryn  
Summerhayes  
@Taffyagent  
Karolina Sutton  
@KarolinaSutton  
Simon Trewin  
@simontrewin

Ten of the most dynamic publishers and agents in the UK will present their love of literature and what excites them, sharing the stories behind some of their favourite discoveries through a series of rapid-fire visual imagery: 7 minutes each, with 20 images each lasting 21 seconds. This promises to be a truly unique and entertaining experience that will give you an inside look at the key people behind the slush pile.

PUBLISHERS  
Nick Bates  
@thatlooksgood  
Gavin  
James Bower  
@gavinjamesbower  
Maria Rejt  
Arzu Tahsin  
Rukhsana Yasmin  
@SaqiBooks

COFFEE BREAK  
3.30–3.50PM

PEN FACTOR  
3.50–4.50PM

**PEN FACTOR!**

An über panel made up of agents and publishers from Canon Tales will critique five writing projects, submitted by delegates in advance of the Conference and chosen by TLC, with each panel in turned voted on by author delegates.

BREAK & JUDGING  
4.50–5.00PM

Q&A SESSION  
WITH AGENTS &  
PUBLISHERS  
+ PEN FACTOR WINNER WILL  
BE ANNOUNCED  
5.00–5.30PM

CLOSING  
STATEMENTS &  
NETWORKING  
+ DRINKS  
5.30–6.30PM

# About TLC



The Literary Consultancy (TLC), the UK's leading manuscript assessment service, provides expert, market-aware editorial advice to writers at all levels writing in English and is recommended by The Arts Council and The Guardian.

Since inception in 1996, TLC has expanded its offer to writers and now runs a unique online mentoring scheme, Chapter & Verse, as well as literary events and classes, The Literary Conference and an annual creative writing retreat in Andalucia.

TLC is based in London at Free Word as a Founding Member, and contributes on the subject of writing and publishing to festivals and debates world-wide, ranging from Chengdu in China, to The London Book Fair.

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**theguardian**

Supported using public funding by  
**ARTS COUNCIL ENGLAND**

“TLC’s hallmarks are their concern for literary values, their honesty, and their innovative approach to the way we write and publish now”

Carmen Callil  
 Author, publisher and Booker Prize Judge

# The TLC Team

## REBECCA SWIFT

@TLCUK

[www.literaryconsultancy.co.uk](http://www.literaryconsultancy.co.uk)



Rebecca Swift worked at Virago Press before co-founding The Literary Consultancy, the UK's leading editorial assessment service, in 1996. TLC provides in-depth critiques by professional editors to writers at any level; on-line mentoring, and events at the Free Word Centre, of which TLC is a founding member. TLC is supported by Arts Council England and recommended by Guardian Books Online.

Rebecca also works as a writer. She has published as editor two books with Chatto & Windus, poems in various anthologies including Vintage New Writing Six, an opera libretto 'Spirit Child' (Jenni Roditi & Lontano Ensemble, Ocean, Hackney 2001) and *Dickinson: Poetic Lives* (Hesperus Press 2011). She is also a Hawthornden Fellow, a trustee of Writers' Centre Norwich and The Maya Centre.

## JON SLACK

@JonSlack

@sthasianlitfest

@BMSoc



Jon Slack has nine years of experience working in the book trade. A former SYP Chair (2009), he is involved in a number of projects in addition to co-producing The Literary Conference that include: co-directing the DSC South Asian Literature Festival and South Asian Literature Reading Campaign; developing the membership and website of the Book Marketing Society; and initiating the International New Publishing Network. He co-founded Canon Tales with Doug Wallace and co-produced the 2010 Author Blog Awards. He was on the advisory committee for the DIPNET Equalities Charter and has previously worked in sales, marketing and publicity roles at Taschen, Transworld and Aurum Press publishers, and at Borders Adelaide prior to that.

## SOLVEJ TODD

@TLCUK

[www.literaryconsultancy.co.uk](http://www.literaryconsultancy.co.uk)



Solvej Todd is the TLC Manager. Solvej has a Bachelor in English Literature from the University of California, Santa Barbara and a MA in English Literature from the University of Trondheim, Norway. She is also a certified teacher and has taught English language and literature in Norway, Denmark and England. In 2008, Solvej travelled to Beijing, and found herself working for The Beijing Bookworm company and their International Literary Festival. Solvej joined TLC in 2009 and is responsible for TLC's editorial services, Chapter and Verse mentoring scheme, editing the content of our website and marketing.

# Associate Statements

## arvon

@arvonfoundation  
www.arvonfoundation.org

Arvon is delighted to be an Associate of The Literary Conference. The impact of the digital revolution is now being fully felt by all players involved in the business of writing; but all too often the conversation has focused on its impact on publishers and readers, and not writers; this conference takes an important step towards redressing the balance.

The digital tools now available not only bring writers closer to their readers, but also closer to their fellow writers. We see week in, week out on Arvon's residential creative writing courses, writers often thrive on the company of other writers, and provide generous support and guidance to each other. The informal networks that are being formed on the web tap into this need, providing an invaluable network of mutual support, and even potential collaboration.



@cwwriters  
www.commonwealthwriters.org

Commonwealth Writers is a new cultural programme within the Commonwealth Foundation that develops, connects and inspires writers. By awarding prizes and running on-the-ground activities, it works in partnership with international literary organisations, the wider cultural industries and civil society to help writers develop their craft in the 54 countries of the Commonwealth. The website is a forum where members from anywhere in the world can exchange ideas and contribute to debates. Lucy Hannah, Programme Manager, Culture, Commonwealth Foundation, says "Commonwealth Writers is thrilled to be associated with TLC's conference. We hope we can inspire writers in the UK to explore ways of securing a wider readership overseas and to hear about the latest publishing models which could help them to achieve this."



@freeword  
www.freewordonline.com

There are already conferences for publishers about the impact of new technology on their industry, but Free Word is delighted to host The Literary Conference that is primarily focused on what new technology means for published and unpublished writers, both practically and imaginatively. The Literary Consultancy is a Founding Member of Free Word, and we are proud to have them amongst our number as they continue to think carefully about what writers need to give themselves the best chance. Do look out for the full range of Free Word events that celebrate the power of the word as a transformative force, working across literature, literacy and free expression.



@TheLitPlatform  
www.the-literaryplatform.com

The Literary Platform has been exploring projects at the intersection of books and technology for nearly three years. In all the discussion around disruption and change to the publishing industry, often the most important people get left out of the debate – the storytellers themselves; our writers. We're delighted to support TLC's Writing in a Digital Age as a welcome move to readdress this issue, and mirrors our own work in 2012/2013 with author-focused projects.

## ELLAH ALLFREY

[www.granta.com](http://www.granta.com)



Ellah Allfrey is Deputy Editor of Granta. She sits on the board of Writers' Centre Norwich and is deputy chair of the Council of the Caine Prize for African Writing. In 2010 Allfrey was on the judging panel of both the David Cohen Prize and the Caine Prize for African Writing. In 2011 she served a second term as a Caine Prize judge and is chair of the fiction prize panel for the 2012 OCM Bocas Prize for Caribbean Literature. Her introduction to *Woman of the Aeroplanes* by Kojo Laing is published by Pearson, African Writers Series. Allfrey was awarded an OBE in 2011 for services to the publishing industry.

## CLAIRE ARMITSTEAD

@carmitstead

[www.guardian.co.uk/books](http://www.guardian.co.uk/books)



Claire Armitstead is books editor for Guardian News and Media, a new role covering the Guardian, the Observer and guardian.co.uk. She was literary editor for the Guardian for twelve years. She presents a weekly books podcast for the Guardian and makes regular appearances on BBC radio. She was a moderator at UNESCO's 2011 conference on the Book Tomorrow and in the last year has spoken at publishing conferences in Italy, France and Spain.

## NICK BATES

[www.millsandboon.co.uk](http://www.millsandboon.co.uk)



Nick Bates is the Digital Manager at Mills & Boon. Starting in the world of music and digital marketing, Digital Commerce & Marketing Manager Nick Bates, moved to Romance HQ and has led the digital strategy at Harlequin UK for six years. Looking after the romance giants Mills & Boon, the teen fiction new-kid on the block MIRA Ink and the general fiction imprint MIRA books. The first publisher to publish all frontlist titles in digital and print simultaneously, Harlequin UK continue to lead the way in digital innovation recently winning The Bookseller magazines Digital Strategy of the Year award for 2012.

## ALISON BAVERSTOCK

@alisonbav

[www.alisonbaverstock.com](http://www.alisonbaverstock.com)



Alison Baverstock was a publisher and is now an author and academic. She is Course Leader for MA Publishing at Kingston and has written widely about the book business, including the changing role and responsibilities of the author. Her most recent book is *The Naked Author* (Bloomsbury), the first book on self-publishing to be published by a traditional publisher.

## MICHAEL BHASKAR

@ajaxlogos

[www.profilebooks.com](http://www.profilebooks.com)



Michael Bhaskar is Digital Publishing Director at leading independent publisher Profile Books. He is responsible for spearheading their digital strategy, their ebook program and digital business development in creating new products and platforms. Over the past few years Michael has written and talked extensively on the topic of digital publishing. He has worked as Digital Editor at Pan Macmillan, at the literary agency Rogers, Coleridge and White, reviewed books for The Daily Telegraph, worked for an economics research firm, and builds websites like quikqr.com, a barcode generator.

## CAROLE BLAKE

@caroleagent

[www.blakefriedmann.co.uk/agents/caroleblake](http://www.blakefriedmann.co.uk/agents/caroleblake)



Carole Blake founded her literary agency in 1977 after 14 years working for publishing houses, finally as Marketing Director of mass market paperback imprint Sphere. She is President of The Book Trade Charity: BTBS, past President of the Association of Authors' Agents, past Chairman of The Society of Bookmen and now joint MD of Blake Friedmann. Carole's clients include Elizabeth Chadwick, Barbara Erskine, Liz Fenwick, Ann Granger, Ken Hom, Peter James, Lawrence Norfolk, Joseph O'Connor, Sheila O'Flanagan, Tess Stimson and Julian Stockwin. Carole is the author of *From Pitch to Publication* (Macmillan, 1999).

## GAVIN JAMES BOWER

@gavinjamesbower  
www.quartetbooks.co.uk



Gavin James Bower is an editor at Quartet Books, working on its fiction and non-fiction lists. He's also the author of two novels – *Dazed & Aroused* (2009) and *Made in Britain* (2011) – and his writing has appeared in the Guardian and the Sunday Telegraph. He was born and raised in Lancashire and now lives in London.

## URVASHI BUTALIA

@ZubaanBooks  
www.zubaanbooks.com



Urvashi Butalia began her publishing career with Oxford University Press in Delhi. In 1982 she joined Zed Books, London, and helped to set up their Women and Gender list, before returning to Delhi in 1984 to co-found Kali for Women, India's first feminist publishing house. She is now the director of Zubaan Books. She is the author of *The Other Side of Silence: Voices from the Partition of India* (1998), winner of the Oral History Book Association Award (2001) and the Nikkei Asia Award for Culture (2003). In 2011, Urvashi was awarded the Padma Shree by the Indian government, one of the highest civilian honours in the country.

## JOANNA ELLIS

@theLitPlatform  
www.theliteraryplatform.com



Joanna Ellis is Associate Director at The Literary Platform where she works on a range of projects for literary organisations, publishers, developers and start-ups. Prior to this she spent five years as the Marketing Director of Faber & Faber where she was involved in publishing and promoting a successful list of books, new product/service development and launch, audience engagement, brand management and partnership brokering.

## DAVID GODWIN

@DGLitAgents  
www.davidgodwinassociates.co.uk



David Godwin has been a literary agent for fifteen years. Before that he was a publisher at Heinemann, Secker and Warburg and Jonathan Cape. David Godwin Associates specialises in a wide range of international clients, including Arundhati Roy, Vikram Seth, Aravind Adiga, Jim Crace and Aminatta Forna for fiction; poets Simon Armitage and Michael Symonds Roberts; biographers Claire Tomalin, Richard Holmes and Rosemary Hill; historians William Dalrymple, Noel Mostert and Peter Hennessy, as well as a host of other writers including Ed Smith, Pippa Middleton, Aman Sethi and Richard Benson.

## LINDA GRANT

@lindagrants  
www.lindagrants.co.uk



Linda Grant was born in Liverpool. She completed her BA, Masters, and Postgraduate courses in the United Kingdom and Canada. Her first novel, *The Cast Iron Shore* (1996), won the David Higham First Novel Award and was shortlisted for the Guardian Fiction Prize. Since then Linda has continued to write award-winning literature that has included the Orange Prize for Fiction for *When I Lived In Modern Times* (2000) and being shortlisted for the Man Booker for *The Clothes On Their Backs* (2008). Her latest novel *We Had It So Good* (2011) was published by Virago.

## KRISTEN HARRISON

@Artytweets  
www.thecurvedhouse.co.uk



Kristen Harrison is founder of The Curved House, a production company that specialises in designing and producing books, websites and multimedia for authors and publishers. She has worked as a former production controller and editor at Penguin. Having completed a MA in publishing that focused on finding ways to bridge the gap between traditional publishing and digital media, Kristen is now putting those theories into practice by training authors to empower themselves online. *Kristen will be available throughout the day to offer advice and guidance on anything to do with the web and social media.*

## ROBERT KROESE

@robkroese

[www.robertkroese.com/about](http://www.robertkroese.com/about)



Robert Kroese graduated from Calvin College in 1992 with a philosophy degree, he then moved to California where he stumbled into software development. Kroese finished his first novel *Mercury Falls* in 2009, which he self-published, selling nearly 5,000 copies over the next six months. His success caught the attention of Amazon Publishing, who re-released *Mercury Falls* in 2010, where it went on to sell another 50,000 copies. In 2011 Amazon Publishing released the sequel, *Mercury Rises*. Kroese detailed his self-publishing strategy in an ebook, *Self-Publish Your Novel: Lessons from an Indie Publishing Success Story*.

## HARI KUNZRU

@harikunzru

[www.harikunzru.com](http://www.harikunzru.com)



Hari Kunzru is the award-winning author of the novels *The Impressionist* (2002), *Transmission* (2004), *My Revolutions* (2007) and *Gods Without Men* (2011), as well as a short story collection, *Noise* (2006). In 2003 Granta named him one of its twenty best young British novelists. *Lire* magazine named him one of its 50 "écrivains pour demain". He is Deputy President of English PEN, a patron of the Refugee Council and a member of the editorial board of *Mute* magazine. His short stories and journalism have appeared in *The New York Times*, *Guardian*, *New Yorker*, *Financial Times*, *Times of India*, *Wired* and *New Statesman*.

## JULIAN MCCREA

[www.portalentertainment.co.uk](http://www.portalentertainment.co.uk)

@julianmccrea

@mikejonestv



Julian McCrea is the founder of Portal Entertainment, a cross-platform production company based in London. Previously, Julian McCrea worked with engaging 6–12 year olds with the CBBC brand, CBeebies, BBC Switch, BBC iPlayer and main BBC One properties *Eastenders* and *Bang Goes the Theory*, winning two PROMAX awards. Julian was shortlisted in the Top 5 in the world by BAFTA and Sir Ridley Scott for the horror short 'The Craftsman'. Julian created the Immersive Writing Lab with BBC Writers Room. *Julian will be talking on Skype with Mike Jones, Portal Entertainment's Head of Story, during his session.*

## CHRIS MEADE

@ifbook

[www.ifbook.co.uk](http://www.ifbook.co.uk)



Chris Meade is Director of if:book UK, a think and do tank exploring digital possibilities for literature. Chris has an MA in Creative Writing & New Media, runs workshops and gives talks on the future of the book in the UK and around the world and is a judge of the Bologna Bookfair's new Digital Award. if:book projects include research into the use of iPads in education and creating a series of digital literature happenings for schools and bookgroups. *For information about The New Media Prize and free consultations for conference delegates see p.14.*

## NICOLA MORGAN

@nicolamorgan

[www.nicolamorgan.com](http://www.nicolamorgan.com)

[www.pen2publication.co.uk](http://www.pen2publication.co.uk)

[www.helpineedapublisher.blogspot.com](http://www.helpineedapublisher.blogspot.com)



Nicola Morgan is an award-winning author of around ninety books and a well-known speaker on all aspects of writing and publishing. She created the popular blog, *Help! I Need a Publisher!* The blog led to her highly-acclaimed book, *Write to be Published*, followed by *Tweet Right – The Sensible Person's Guide to Twitter*, and *Write a Great Synopsis – An Expert Guide*. Other notable works include the famously gruesome novel *Fleshmarket*; the Aventis short-listed *Blame My Brain: The Amazing Teenage Brain Revealed*; and her award-winning novel, *Wasted*. She lives in Edinburgh with her family and many pairs of boots.

## KATE MOSSE

[www.katemosse.com](http://www.katemosse.com)



Kate Mosse is a novelist, non-fiction writer and playwright, as well as being the co-Founder and Honorary Director of the Orange Prize for Fiction. She has written five novels including the multi million international No.1 bestseller *Labyrinth*, and the No.1 bestselling novels *Sepulchre* and *The Winter Ghosts*. The third in her Languedoc Trilogy, *Citadel*, will be published in October 2012. She is also author of two previous non-fiction books and her history of Chichester Festival Theatre is published in May 2012. She co-founded the Chichester Writing Festival, and teaches creative writing at West Dean College.

## JONAS LENNERMO

@lennermo  
www.publit.se



Jonas Lennermo is Creative Director at Publit, a groundbreaking publishing service from Sweden. Jonas will give an insight in the rapidly changing field of digital publishing, and highlight new initiatives and possibilities. Publit is the most successful publishing service for eBooks and POD in Scandinavia – now going global. Upload, distribute and sell your books through Publit, in a matter of minutes. The ease of use and high quality explains an impressive client list, that spans from Scandinavian giants like Bonnier and Norstedts to about 200 small publishers. Publit is the gateway to modern publishing.

## NII AYIKWEI PARKES

@BlueBirdTail  
www.flippedeye.net



Photo © Martin Figura

Nii Ayikwei Parkes is a writer, editor, socio-cultural commentator, broadcaster and performance poet. A 2007 recipient of Ghana's national ACRA award for poetry and literary advocacy, he is the author of the acclaimed hybrid literary novel, *Tail of the Blue Bird* (Random House), which was shortlisted for the Commonwealth Prize. Nii Ayikwei holds an MA in Creative Writing and serves on the boards of the Poetry Book Society, the Arvon Foundation and the Caine Prize. As a publisher, Nii Ayikwei is responsible for making flipped eye publishing one of the most respected small presses in the UK.

## MARIA REJT

www.panmacmillan.com



Maria Rejt is a passionate editor with years of experience. She spent six years at Hodder working with some of the best editors in publishing and is now Director of her own Mantle imprint at Macmillan, which publishes high-quality writing with broad appeal including general, crime, thriller, literary fiction and narrative non-fiction. Included in the list are Benjamin Black (John Banville), Andrea Camilleri, Martin Cruz Smith, Scott Turow and Minette Walters.

## SOPHIE ROCHESTER

@TheLitPlatform  
www.theliteraryplatform.com



Sophie Rochester worked for publishers 4th Estate and Jonathan Cape (Random House) before moving to the digital agency Good Technology. She then moved to Colman Getty, working on the Man Booker Prizes and the Hay Festival, before setting up her own consultancy in 2007. She is Founder/Director of The Literary Platform, an organisation dedicated to exploring new platforms for literature, which also offers consultancy services for publishers, literary organisations and digital agencies. She is also Director for Fiction Uncovered, an Arts Council England-supported initiative that helps British fiction writers find wider audiences.

## MARINA SALANDY-BROWN

@bocaslitfest  
www.bocaslitfest.com



Marina Salandy-Brown is the director and founder of the NGC Bocas LitFest, the largest literature festival in the Anglophone Caribbean. She also founded the OCM Bocas Prize for Caribbean Literature and is co-founder of the new Hollick Arvon Caribbean Writers Prize. She is a former prize-winning BBC producer and senior manager with a background in publishing in the UK. She returned to her native Trinidad and Tobago in 2004 and established a regional media consultancy and was the first executive director of the country's annual film festival. She is a consultant of the Trinidad and Tobago Film Company and columnist.

## CATHRYN SUMMERHAYES

www.wmeentertainment.com  
@Taffyagent



Cathryn Summerhayes is a literary agent at William Morris Endeavor. Cathryn has a burgeoning stable of her own authors, including Richard Milward, Clare Wigfall, David Whitehouse, Naomi Wood, Laura Dockrill, Deborah Kay Davies. Before working at WME, Cathryn worked at David Godwin Associates and David Higham Associates, and before that, at Colman Getty PR, where she coordinated a number of high-profile events, including the Man Booker Prize and the Samuel Johnson Prize. Cathryn also curates the East Lulworth Literary Institute at Camp Bestival and is involved with both Edinburgh and Port Eliot Festivals.

## KAROLINA SUTTON

@KarolinaSutton

[www.curtisbrown.co.uk](http://www.curtisbrown.co.uk)



Karolina Sutton works as a literary agent at Curtis Brown. She represents a variety of writers, from award-winning debut novelists to internationally renowned authors of quality non-fiction and popular fiction bestsellers. Before joining Curtis Brown, she was an agent at International Creative Management.

## ARZU TAHSIN

[www.orionbooks.co.uk](http://www.orionbooks.co.uk)



Arzu Tahsin began her career in publishing over twenty years ago at Virago Press. She then moved to Random House where she worked at Vintage, before joining Bloomsbury in 2002 where she acquired Khaled Hosseini's *The Kite Runner* and *A Thousand Splendid Suns*, and novels by Jim Lynch and Daniyal Mueenuddin. She is currently Editorial Director at Weidenfeld & Nicolson. She has worked with many successful authors including Kamila Shamsie, Chuck Palahnuik, Ian McEwan, Martin Amis and Salman Rushdie. She has also appeared as a speaker for TLC's mentoring scheme, Chapter & Verse, and The Faber Academy.

## SIMON TREWIN

@simontrewin

[www.unitedagents.co.uk](http://www.unitedagents.co.uk)



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Simon Trewin is the head of the books department at United Agents. Simon's authors include Sir Andrew Motion, Richard Curtis, Andrew Miller, John Boyne, Kate Williams, Scarlett Thomas, Steven Hall, Robert Goddard, Danny Wallace and Nicci French. He is also the author and co-author of a number of books and contributes widely to the national and trade press. Simon is a former Secretary of the Association Of Authors Agents and has twice been shortlisted as Literary Agent Of the Year in the British Book Awards. He is a Trustee of the Salisbury Playhouse and the Arvon Foundation.

## TONY WHITE

@tony\_white\_



Tony White is the author of novels including *Foxy-T* (Faber & Faber). In 2008, he was writer in residence at the Science Museum, London. Tony collaborated with Blast Theory to write *Ivy4evr*, an SMS-based, interactive drama for young people broadcast by Channel 4 in October 2010 and nominated for a BIMA award in 2011 by the British Interactive Media Association. Tony's latest work of fiction is *Dicky Star and the Garden Rule* (Forma), which was specially commissioned to accompany a series of exhibitions by the artists Jane and Louise Wilson reflecting upon the 25<sup>th</sup> anniversary of the Chernobyl disaster.

## KERRY WILKINSON

@kerrywk

[www.kerrywilkinson.com](http://www.kerrywilkinson.com)



Kerry Wilkinson is something of an accidental author. His debut, *Locked In*, was written as a challenge to himself but, after self-publishing, it became a UK No. 1 one bestseller within three months of release. His three initial Jessica Daniel books sold over 250,000 copies in under six months, making him Amazon's UK No. 1 author for the final quarter of 2011, its biggest-ever sales period. He signed a six-book deal with Pan Macmillan in February 2012.

## TOM WILLIAMS

@twilliams81

[www.williams-agency.co.uk](http://www.williams-agency.co.uk)



Tom Williams worked at the talent agency Peters, Fraser and Dunlop before setting up the Williams Agency in the spring of 2011 to represent authors of fiction and non-fiction and specialise in food and cookery in particular. The agency also has a strong digital focus, selling rights and managing digital projects. Clients include Dave Broom, Manju Mahli and Philip Womack. Tom also works as a consultant, which has included building and developing websites and growing online communities for World Book Night. His book, *A Mysterious Something In The Light: A Life of Raymond Chandler* will be published in July.

## RUKHSANA YASMIN

@saqiBooks

[www.saqibooks.com](http://www.saqibooks.com)



Rukhsana Yasmin entered publishing in 2005 with a Diversity in Publishing Traineeship at Saqi Books. Prior to this she worked in the world of digital media, developing online marketing campaigns and project managing websites. Rukhsana has worked at Profile Books as editor where she acquired the award winning *In The Place of Justice* by Wilbert Rideau and *From Dictatorship to Democracy* by, Gene Sharp. Rukhsana is now Commissioning Editor of non-fiction and fiction at The Westbourne Press and Telegram. She recently won the prestigious Kim Scott Walwyn Prize for women in publishing 2012.

## KERRY YOUNG

[www.kerryyoung.co.uk](http://www.kerryyoung.co.uk)



Kerry Young was born in Kingston, Jamaica to a Chinese father and mother of mixed African-Chinese heritage. Kerry has a long history of non-fiction writing and editing on issues relating to youth work and young people including *The Art of Youth Work*. Her first novel *Pao* (Bloomsbury) was shortlisted for the Costa First Novel Award (2011), East Midlands Book Award (2012) and Commonwealth Book Prize (2012).

# NEW MEDIA WRITING PRIZE 2012

This year if:book UK is joining with Bournemouth University to develop and raise the profile of the New Media Writing Prize 2012. This international competition, now in its third year, encourages writers working with new media to showcase their skills. It also aims to provoke discussion and raise awareness of new media writing, the future of the 'written' word and storytelling.

There are two categories, student and professional. The student winner will receive a paid internship with if:book UK. The overall winner will receive an iPad donated by if:book. There is also a People's Choice prize, new for 2012, sponsored by Arts Bournemouth as part of Bournemouth Arts Festival. Winning entries will be published on [www.ifbook.co.uk](http://www.ifbook.co.uk), the Bournemouth University websites, The Literary Platform [www.theliteraryplatform.com](http://www.theliteraryplatform.com), and showcased at the Awards ceremony, to be held at Bournemouth University on 21 November. The deadline for entries is the 5 October.

We are looking for good storytelling (fiction or non-fiction) written specifically for delivery and reading/viewing on a PC or Mac, the web, or a hand-held device such as an iPad or mobile phone. It could be a short story, novel, documentary or poem using words, images, film or animation, and different forms of audience interaction. New media writing can be made on a laptop and utilise tools such as blogs and social networks.

**if:book's Director Chris Meade will announce the judges of this year's prize at TLC's The Literary Conference: Writing in a Digital Age, and has teamed up with TLC to offer free advice sessions in June and July to TLC Conference delegates keen to find collaborators to make new media literature.**

# Useful Web Links

[WWW.ABCTALES.COM](http://WWW.ABCTALES.COM)

[WWW.ALLIANCEINDEPENDENTAUTHORS.ORG](http://WWW.ALLIANCEINDEPENDENTAUTHORS.ORG)

[WWW.AMAZON.COM](http://WWW.AMAZON.COM)

[WWW.ARTSCOUNCIL.ORG.UK](http://WWW.ARTSCOUNCIL.ORG.UK)

[WWW.AUTHONOMY.COM](http://WWW.AUTHONOMY.COM)

[WWW.BOOKBABY.COM](http://WWW.BOOKBABY.COM)

[WWW.THEBOOKSELLER.COM](http://WWW.THEBOOKSELLER.COM)

[WWW.BLURB.CO.UK](http://WWW.BLURB.CO.UK)

[WWW.CIRCALIT.COM](http://WWW.CIRCALIT.COM)

[WWW.JAKONRATH.BLOGSPOT.CO.UK](http://WWW.JAKONRATH.BLOGSPOT.CO.UK)

[WWW.RSLIT.ORG](http://WWW.RSLIT.ORG)

[WWW.SMASHWORDS.COM.CO.UK](http://WWW.SMASHWORDS.COM.CO.UK)

[WWW.SOCIETYOFAUTHORS.ORG](http://WWW.SOCIETYOFAUTHORS.ORG)

[WWW.UNBOUND.CO.UK](http://WWW.UNBOUND.CO.UK)

[WWW.WRITEWORDS.ORG.UK](http://WWW.WRITEWORDS.ORG.UK)

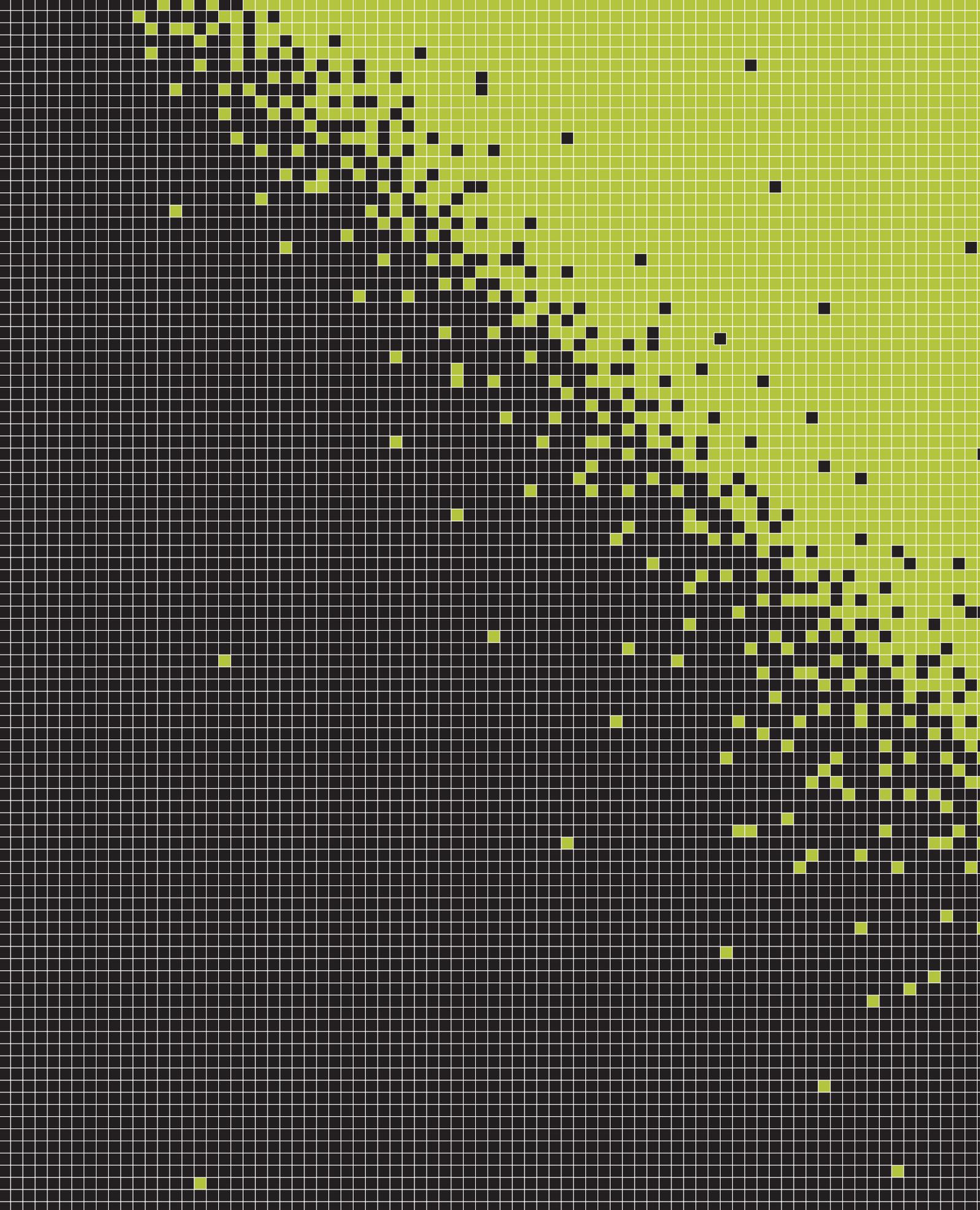
[WWW.26.ORG.UK](http://WWW.26.ORG.UK)

For all links and  
further resources









[www.literaryconsultancy.co.uk](http://www.literaryconsultancy.co.uk)