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## **EDINBURGH INTERNATIONAL BOOK FESTIVAL ANNOUNCES THE BUSINESS OF BOOKS**

The Edinburgh International Book Festival today announced The Business of Books strand of its 2022 programme. Running for its second year, The Business of Books offers an international forum for sharing ideas and expertise about how the book industry operates, and is aimed at writers, publishing professionals, programmers and anyone wishing to learn more about the book trade.

Running from 15 – 26 of August, the programme comprises six events ranging from discussions on issues facing the industry to showcases of literary talent. All tickets will be offered on a Pay What You Can basis. Tickets go on sale with the rest of the Edinburgh International Book Festival's public programme on Thursday 23 June 2022 at [www.edbookfest.co.uk](http://www.edbookfest.co.uk). Taking place at various venues within the University of Edinburgh College of Art festival site, The Business of Books aims to champion, inspire, inform, and demystify publishing. Events include *Beneath the Covers: Best Marketing Strategies of 2022* (15 August), *Shaping Scotland's Stories: New Voices Showcase* (22 August), *Scottish Spoken Word Showcase* (23 August), *Call My Agent! The Role of the Literary Agent* (24 August), *Celebrating Inclusion* (25 August) and *The Evolution of Young Adult Literature* (26 August).

*Celebrating Inclusion* (25 August) will mark the launch of the Inklusion Guide written by Scottish disabled writers **Julie Farrell** and **Ever Dundas**. Inspired by the authors' passionate desire to make literature events more accessible, the Inklusion Guide, published and distributed by Penguin Random House UK this summer, is a free, easy-to-use guide to making literature events accessible for disabled people. The event, chaired by disability activist **Sinéad Burke**, features Ever and Julie alongside **Jenny Kumar (Literature Alliance Scotland)** and **Zaahida Nabagereka (Head of Social Impact at Penguin Random House UK)**, with a reading from disabled writer and poet **Jeda Pearl**.

The *Scottish Spoken Word Showcase* (23 August) celebrates the strength and diversity of Scotland's spoken word scene, and shows how live literature is bouncing back after the challenges of the pandemic. Hosted by poet and Creative Director of I Am Loud Poets Productions, **Kevin Mclean**, the showcase, run in partnership with **Creative Scotland**, features nine artists from across Scotland: **Bee Asha Singh, BEMZ, Dave Hook, Gray**

**Crosbie, Jo Gilbert, Kevin P. Gilday, Victoria McNulty and Mae Diansangu.** While playing to a live audience, this event also has strategic aims to showcase Scottish talent to international industry contacts and connect spoken word performers to professional opportunities outside of Scotland.

*Shaping Scotland's Stories: New Voices Showcase* (22 August) presents a taste of Scotland's new literary voices and the independent publishers responsible for bringing their stories to the world. Presented in partnership with **Publishing Scotland**, it features a special reading from Glasgow-based poet **Anna Cheung** and is chaired by Scottish broadcaster and author **Sally Magnusson**. In the event, authors are joined on stage by their publishers for a discussion about the importance of seeking out and publishing new voices to shape Scotland's stories.

*Beneath the Covers: Best Marketing Strategies of 2022* (15 August) presented in partnership with **The Bookseller** offers insider perspectives on creative book marketing with some of the professionals shortlisted for the 2022 British Book Awards. Founders of Edinburgh indie publisher 404 Ink **Heather McDaid** and **Laura Jones** discuss their innovative Inklings series, alongside Faber's **Jess Kim** and **Niriksha Bharadia**, the marketers behind Sally Rooney's latest bestseller, *Beautiful World, Where Are You*.

In recognition of the Book Festival's first year of running the YA (Young Adult) Book Prize in partnership with **The Bookseller**, the programme also includes a panel on *The Evolution of Young Adult Literature* (26 August) involving award winning YA authors **Juno Dawson** and **Faridah Àbíké-Íyímídé**. Hosted by the Chair of the YA Book Prize, **Caroline Carpenter**, the event explores how writing for young adults has evolved over the decades, offering subtle explorations of complex and sensitive topics.

The central role of literary agents in the publishing process is explored in *Call My Agent! The Role of the Literary Agent* (24 August). **Heather Parry**, co-founder of Extra Teeth literary magazine and the Society of Authors' Senior Policy and Liaison Manager for Scotland, joins an impressive line-up of literary agents from across the UK to find out what agents look for in submissions, and to discuss the most successful tactics for building writers' careers.

**Kate Seiler, External Affairs Manager at Edinburgh International Book Festival said:** "I'm very proud of the events we've brought together for the 2022 Business of Books programme this year, with a range of themes, topics and professionals that offers important insights into the publishing process. Publishing is a highly competitive sector, so

13 – 29 August 2022  
[www.edbookfest.co.uk](http://www.edbookfest.co.uk)

**MEDIA**  
**RELEASE**

 Edinburgh  
International  
Book Festival

*we've brought together a group of talented and experienced publishing professionals to share their insights into an industry which is taking stock after a rollercoaster couple of years. We also aim to give authors the opportunity to meet key people from the sector. The Business of Books offers a deep dive into what really makes the literary scene special."*

All tickets will be offered on a Pay What You Can basis and are available to book on the Book Festival's website [www.edbookfest.co.uk](http://www.edbookfest.co.uk) from 10am on Thursday 23 June along with all other events in the full public programme.

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For further information please contact:

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**Edinburgh International Book Festival takes place from 13-29 August at Edinburgh College of Art; the programme is available from Weds 8 June with ticket sales opening on Thurs 23 June.**