

"You have made Edinburgh the template for the rest of the world to try to imitate."

Robin Robertson, publisher and Forward Poetry Prize winner 2006

"A great event."

Harold Pinter, Nobel Prize winner for Literature 2006

ANNUAL REVIEW 2006



"The Edinburgh International Book Festival is for me unequivocally, shamelessly, like coming home ... it relates to the nature of Scotland's feeling for words and books, to a festival spirit that is open to the paying of attention ... and to a respect for all individuals including the very old and the very young; it is humbling."

Candia McWilliam, Sunday Herald

Welcome

Months on from last summer's Book Festival, people are still talking about it. They're talking not just about the authors they heard or the books they've read, but also about the ideas the Book Festival generated and the issues it tackled.

The Edinburgh International Book Festival is about so much more than a couple of weeks in the summer, about so much more than a chance to see and hear one's favourite author or listen to someone brand new. The Book Festival is about ideas, about getting everyone thinking, and that's why people are still talking so many months on.

They read the book they bought in August and then read more by that author. World events move on and they are more informed, more focused because of a discussion they heard last summer.

The 2006 Book Festival's guests ranged from those who had just published their first novel to Nobel Prize-winners. They came from all over Scotland and all over the world – from 35 countries last year – and discussed issues which affect every person around the globe. Some are, themselves, part of history-in-the-making.

A year ago, I said in this publication that the Edinburgh International Book Festival had had its most successful year ever. One year on, I'm proud to make that statement again. More authors, more visitors, more ideas, more debate.

Catherine Lockerbie is at the heart of creating this most imaginative of festivals. She is supported by a dedicated, effective team who are joined by many others during the summer. Sitting behind it is a Board whose members are passionate about the Book Festival itself and about delivering it at the highest possible standard. My thanks and gratitude goes to each and every one.



Susan Rice, Chair, Edinburgh International Book Festival and Chief Executive, Lloyds TSB Scotland



Director's Report

BY CATHERINE LOCKERBIE, DIRECTOR

"Go and grab a big helping of brain food and feel better about humanity."

AL Kennedy, The Big Issue in Scotland

A curious thing is happening. The clamour about the death of the book grows ever louder; yet the Edinburgh International Book Festival goes from strength to strength, not only alive but bursting with vitality. How to explain this conundrum?

It seems that people do not only wish to commune with computers in the solitary screen-lit glow of their own homes. It seems that while they may embrace the virtual world, they also recognise that words and ideas are there to be shared with real fellow-humans in a real physical space. It seems that the raw hunger for engagement and mindawakening language grows rather than diminishes in the face of information overload, cynical superficialities and febrile fragmentation.

Or perhaps we just sell really good ice cream.

2006 was another remarkable year for the Book Festival, following five years of rapid growth and increasing influence. The figures tell their own story, or part of it: ticket sales up again, book sales up again, over 600 authors coming together in an energising creative confluence. The most astonishing figure is that of capacity: we reached 80% average audience. That is a figure unthinkable for many serious festivals and arts venues. (To aim for 100% capacity as some have suggested would arguably represent an unacceptable failure of artistic vision - we are not an organisation in thrall to bestsellerdom.)

In 2006 we presented perhaps our most 'difficult' programme ever, with the highest proportion of debut authors and writers from 35 different countries – and filled more seats than ever before. I take this to be cause for utmost optimism in the unquenchable curiosity of our increasingly diverse and enquiring audience. In a virtuous circle, we are both meeting and creating demand for live encounters of real intellectual and imaginative substance.

And you can have a lovely picnic on the grass too.

We do of course continue to attract the world's greatest writers and thinkers, as well as the newest. In 2006 we had three Nobel Prize-winners, including the laureate for economics Joseph Stiglitz, passionately arguing for fairer distribution of the world's wealth: and return visits from those two titans of literature, Seamus Heaney and Harold Pinter. Pinter's health prevented him going to Stockholm to collect his Nobel Prize; yet he was determined to make it to our festival, and did so with a display of indomitable will power over physical frailty, delivering an electrifying and deeply personal event.

Another momentous occasion was the visit of the Albanian writer Ismail Kadare, one of the verv small elite of the world's greatest living writers. It was an extraordinary occasion which perfectly encapsulated what the Book Festival can achieve: attract an author little known in the west, run an event in a foreign language (with translation – we had more non-Anglophone events than ever in 2006), and draw a highly diverse capacity audience, many of whom had no prior knowledge of Kadare but who flocked to the signing queue afterwards, eager now to read and discover the work for themselves.

We continued our examinations of nations and their place and role in the 21st century world; our annual East and West theme took on a terrifying pertinence as authors spoke of Iraq, and of terrorism and the self-fulfilling prophecies of the 'war' against it. We worked closely with the British Council on a showcase of British and international writing. Special strands included autism, and also leading thinkers from the business world, as well as every kind of politics, ethics, poetry, prose, and environmental discussion. Al Gore took the festival by storm on our final Sunday, in a special last minute late night event, charismatically evoking the pressing threat of climate change. We welcomed his friend the Chancellor of the Exchequer too, in a Book Festival first - an October series of events at the Queen's Hall. A relaxed Gordon Brown on home territory was joined in our new Autumn Evenings by Margaret Atwood, Martin Amis and William Boyd in a highly successful experiment to bring high quality literary events to the city outwith August, in association with Edinburgh UNESCO City of Literature.

2006 saw the beginnings of what may be a sea-change in the Scottish cultural world. There is a new. sharper awareness of the fundamental importance of all Edinburgh's festivals to the nation's quality of life, self-image and self-esteem, economy and international appeal (see opposite page). The Book Festival continues to play a full and leading role in developing this awareness. What we do, what we did in 2006, is national, international, political and strategic - but in the end (and in the beginning) it is deeply personal, the effect of words and ideas on individual minds. This intense and private relationship underpins our public work. Ismail Kadare said it best. Explaining why public attention to his work prevented the Albanian dictatorship from overtly harming or murdering him, he said 'l'amour de la littérature m'a sauvé'. Love of literature saved me. We'll take that as a good enough motto for our ever-strengthening festival.

The Broader Context

"A truly inspiring event. I only wish the US could support such a festival!"

Ashley Kahn

Edinburgh: UNESCO City of Literature

Literary life in Edinburgh and further afield continues to be enhanced by the unique and pioneering designation of Edinburgh as the world's first UNESCO City of Literature - a permanent and inclusive title. The Book Festival played a central role in securing the title and actively helps to support and promote the work being done by the small and dedicated team, who share our offices. 2006 saw a rich range of writers-in-residence, exchanges, newsletters, the growth in popularity of the now well established monthly literary salon and the re-launch of the website which is proving an invaluable 'one-stop shop' of information about book culture in Edinburgh and beyond (www.cityofliterature.com). Our major series of October events was presented in association with City of Literature. The Edinburgh **UNESCO City of Literature Trust** works to enhance and celebrate the deep literary identity of our city and country, as well as to encourage such celebration in other cities across the world, in synergy with the aims of the Book Festival.

Festivals Edinburgh

2006 saw the publication of the seminal Thundering Hooves report which starkly highlighted the increasingly competitive arena in which Edinburgh's festivals now operate. Other cities in the UK and internationally are investing heavily in festivals and culture as an engine of social and economic improvement, urban renewal, tourism revenue and more. Festivals Edinburgh is an association formed by festival directors to work together strategically and collaboratively on overarching matters of mutual interest (investment in programming, vigorous international marketing, infrastructure needs in the city and more). The Book Festival plays a full and active role in the organisation, which in 2006 appointed a director, Faith Liddell (a previous Book Festival director), to help lead this crucial and timely work.

Literature Forum for Scotland

The Edinburgh International Book Festival straddles the two interconnecting but distinct worlds of literature and live festivals. Literature organisations in Scotland have also formed a national association to discuss matters of mutual interest, lobby the Scottish Executive and influence agendas and policy. Literature's fundamental role in underpinning much other activity, and in being central to education, is a key issue. Member organisations (including ourselves, the Scottish Publishers Association, Scottish Book Trust, Scottish Poetry Library, Society of Authors and other partners of the Book Festival) represent a wide range of book-related activity, ranging from literacy initiatives to economically important creative industries. The Forum was in 2006 recognised as the advisory body to the Literature Department of the Scottish Arts Council (which is in the process of merging with Scottish Screen to become Creative Scotland). Other art forms are now looking to emulate this collaborative model.

Achievements

...the range, depth and coherence of the world's biggest book festival isn't in doubt."

681 events were programmed, **417** for adults, **204** for children and **60** for schools.

Indayhera

633 authors took part from 35 different countries including Iran, USA, Germany, Syria, Israel, Kenya, China, Argentina, Nigeria, Slovakia, Uzbekistan and over 200 from Scotland alone.

215,000 visits were made to the Book Festival in 2006 and events sold an average of 80% of seats, an **8.5%** rise on the previous year.

Half of all the events in the Book Festival's 2006 programme sold out.

39,995 people attended the RBS Children's Programme, **17%** more than in 2005.

32% of ticket sales were made in the first 3 days of booking and over **65%** of all tickets were sold before the start of the festival, making this year the **fastest selling** festival in its 23-year history.

?,698 children from 125 Scottish schools attended the RBS Schools Programme.

The RBS Bus Fund enabled 89 Scottish schools to attend the RBS Schools Programme, with a travel subsidy totalling **£20,000**.

Sponsorship income once again increased by 33%.



'The line-up makes it unmissable!"

Sunday Telegraph

Bookshop sales increased by nearly 14% and sales from Scottish publishers rose by over 30%.

The Book Festival's newest venue, the Writers' Retreat, sold 84% of seats proving there is a strong appetite for work by debut and international authors.

The Book Festival remains big news – over **300** journalists from **26** countries descended on the Press Pod in Charlotte Square Gardens.

Nearly **£3** million of media coverage was generated in the UK alone.

115 free events were offered, 48 for adults and 67 for children including Amnesty International Imprisoned Writers Series discussions, storytelling and performance poetry for children, and live music in the Spiegeltent.

Online recordings of Book Festival events allowed a greater number of people to experience the Book Festival than ever before – an average of 241 recordings were listened to each month.

The Book Festival's first ever Autumn Evenings – four major events in October – brought world-renowned writers and thinkers to Edinburgh in a unique extension of the festival.

38.5% of sales were made through the website, a rise of **11.5%**; the number of unique visitors to the website rose by **17%**.

Book Festival Bookshops

"Edinburgh's Book Festival offers a mix of literature for all tastes – the only problem is deciding who you can't afford to miss." The Sunday Times

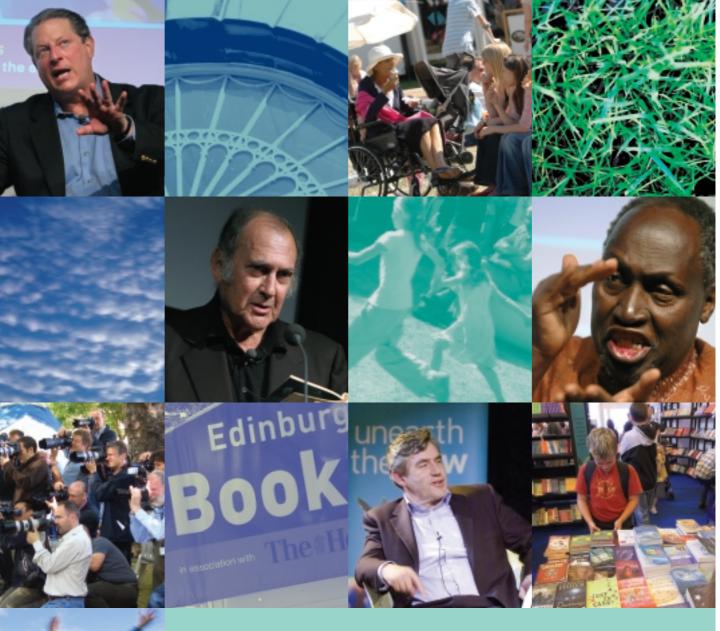
2006 proved an excellent year for the Book Festival's independent bookselling operation. Sales increased in all areas; an overall increase of 14% on 2005. Books from Scottish publishers accounted for just under 20% of overall sales while children's books made up almost 25%.

The bookshops stocked in the region of 6,000 different titles and around 60,000 books were sold. Graphic novels and a number of foreign language novels were introduced for the first time to The Bookshop.

The efficiency and effectiveness of the bookshops were improved by introducing clearer layout and signage. A new Electronic Point of Sale system was piloted in the RBS Children's Bookshop which proved such a success that it will be used across the whole booksales operation in 2007. This will lead to improved information management and will enable Booksales to react more swiftly to unanticipated demand during the Festival.

Festival bestsellers in 2006 included: Al Gore, Seamus Heaney and Ali Smith in The Bookshop and Tony Robinson and Michelle Paver in the RBS Children's Bookshop. Jacqueline Wilson broke the record for the longest book signing session, taking more than five and a half hours to sign for and talk to many hundreds of her avid readers.

Our bookselling operation is run by and for the Edinburgh International Book Festival. The main aims of the bookselling operation are: to add to the experience of visitors to the Book Festival and to generate income which can be used to further develop the festival.





"Without going further than Charlotte Square you can feel you've seen the world at this year's Book Festival. The choice of far-flung writers is one of the triumphs of this year's programme, giving the Festival its distinctive global reach."

The Herald



_earning for all

There's a word I learnt last week (from Charles Handy) that for me best sums up this most efficiently run of festivals. Eudaemonia. It means contentment based on learning. This year's festival produced it in abundance." David Robinson, The Scotsman

The Book Festival has firmly established itself as a place for learning and the wide variety of events programmed in 2006, for people of all ages and from all backgrounds, reflected this. It offered unrivalled opportunities to learn about different cultures, to challenge preconceived ideas and to take part in discussions with others – like-minded and not – about important issues that affect all of us.

The Book Festival's business plan is being updated to more fully reflect our commitment to integrate learning and education into core practices. Developing strategic relationships with a variety of organisations and key individuals, well placed to access a diverse range of communities, forms an integral part of the strategy and partnerships made this year have proved both productive and rewarding.

Programme development

Debates on embryos and ethics, the environment, autism, heritage and what it means, food production, the National Theatre of Scotland, and the 'war on terror' all featured in this year's programme.

More creative writing workshops and masterclasses were offered to accommodate growing demand.

International voices included the exiled Ma Jian with a focus on China, Chimamanda Ngozi Adichie from Africa, Hamid Ismailov from Uzbekistan, Edgardo Cozarinsky from Argentina, Kader Abdolah from Iran and the great Kenyan writer Ngũgĩ wa Thiong'o.

Events on science, politics, philosophy, translation, Scottish culture, history, business, travel and nations were available along with events on many other subjects. "It is far too accessible to be dubbed an ivory tower but this August, as always, the Book Festival will dominate the artistic skyline like a literary lighthouse." The Herald

Readership development

The Book Festival created nearly 300 events for the RBS Children's Programme to stimulate a lasting enjoyment of reading and writing, including events for parents to help their children get the most out of reading. Highlights included events with Michael Morpurgo and Michael Foreman, Jacqueline Wilson, Julia Donaldson, Charlie Higson, Jeanette Winterson and Alexander McCall Smith.

The 16-plus age group enjoyed the first young people's panel debate, this year highlighting climate change, which attracted sponsorship from the WWF; and a songwriting event with band members from art rock quartet Franz Ferdinand offered teenagers a unique way to engage creatively with words.

The results of a focus group with 16 – 26 year olds, led to the creation of an informal event and reception with Ian Rankin. The Book Festival worked closely with Young Scot, Scottish Youth Parliament and the National Youth Information Agency of Scotland, attracting sponsorship from ScottishPower Learning. The event concluded with an 'instant' Touchpad Evaluation. Of the young people present, 95% were first-timers at the Festival and 99% said that they would 'definitely return'.

The Book Festival's online recordings and transcript archive of events was further enhanced, allowing much greater access to the programme. In 2006 2892 events were downloaded.



"An excellent way to get kids reading and to create a buzz about books" Teacher, Stobhill School

A 'Young People Recommends' section in the Bookshop was introduced, encouraging young people to read and recommend books to their peers, sharing understanding and enjoyment.

The free drop-in Activity Corner in the Children's Bookshop encouraged more family visits to the Book Festival – it was used by over 5,100 children, compared to 3,000 in 2005.

Working with Young Scot, the Book Festival set up two author events with Des Dillon at Polmont Young Offenders Institution. Some of the young men later signed up for literacy courses and a library opened in Polmont for the first time.

150 emergent readers attended the Book Festival for the first time. In partnership with SALP (Scottish Adult Learners Partnership) an event with authors who write specially for budding readers was created, which integrated emergent readers into the public programme.

Events for families and pre-school children, some in collaboration with experts in the field of early learning, included events with Bookstart, the Read Together initiative, Edinburgh Community Food Initiative and Family Learning.

Continued professional development

Two author skills workshops took place in June, in collaboration with Words at Work, to help writers develop their skills for festivals and public appearances.

"I would strongly encourage other writers who intend to appear in public to attend one of these courses. I only wish I'd had this support way back when I began." Debi Gliori

Presentations and participation in the Literature Forum for Scotland, SAC Education Conference and Employability Training conferences promoted and shared best practice along with the benefits of reading and the arts in improving confidence and enhancing communication skills.

RBS Schools Programme and Outreach Programme

"Pupils had their horizons widened." Teacher, Balfron High School

9,698 children from 125 Scottish schools attended the RBS Schools Programme. The RBS Schools Gala Day, a whole day dedicated to primary schools, attracted 2,438 children from 41 schools. In addition 1,080 school children from across Scotland enjoyed the Outreach Programme, created and run in association with the Scottish Book Trust and designed to address the key issues of access, participation and social inclusion.

Used by schools as a valuable learning resource, the RBS Schools Programme included 60 author events and creative workshops, alongside a series of events for teachers and education practitioners, addressing key issues in education and literacy.

With the generous support of The Royal Bank of Scotland and City of Edinburgh, East Lothian, Midlothian and West Lothian Councils, the RBS Bus Fund enabled 89 schools to attend, by making travel subsidy available. Grants given totalled £20,000. Without this financial assistance many pupils would not have had the opportunity to experience the Book Festival.

"Our school is in an area of high deprivation and this bus funding is vital in allowing us to attend." Northfield Academy

sponsors and supporters

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With thanks to: ScottishPower for their support of access and outreach events for 16 to 26 year olds.					

The Edinburgh International Book Festival is sited in Charlotte Square Gardens by kind permission of the Charlotte Square Proprietors



"We're delighted to support the Edinburgh International Book Festival, which has the unique and diverse ability to attract three Nobel laureates, while at the same time continuing to ensure that young people get better access to books and education. We have always been a strong supporter of events in Edinburgh, and our commitment to the city continues with our three-year sponsorship of the Book Festival." Howard Moody, Group Director, Communications, RBS

"Gillespie Macandrew's relationship with the Edinburgh International Book Festival has gone from strength to strength over recent years and we are very proud to now be a 'Major' sponsor. We will continue to host one of our major client entertainment events of the year at the Book Festival as we believe it is of great value to both the firm and our guests whilst at the same time supporting one of Edinburgh's most prestigious events." Derek McCulloch, Partner & Director of Marketing, Gillespie Macandrew LLP

"For Balfour & Manson, the ties we have established with the Book Festival are all about creating an exciting partnership. It is an initiative we certainly want to build on. All the staff at the Festival worked very hard to meet our needs – which meant that we could get on with entertaining our clients." Brenda Rennie, Partner, Balfour & Manson

A huge 'thank you' to all our supporters

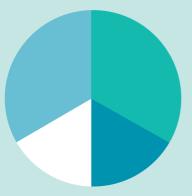
2006 was once again an enormously successful year in attracting sponsorship. Income was again up 33% on the previous year, which is particularly remarkable given that many organisations are reporting a drop in sponsorship income. The Book Festival continues to be the largest literary celebration in the world but without the continued support of the corporate sector, trusts, organisations and individuals, the Festival would be a third smaller.

We were delighted to welcome RBS on board as new sponsors of the Children's and Schools Programme in 2006. This three year partnership reflects that the Book Festival now provides 'an almighty literary festival for younger readers' (The Knowledge). The Book Festival continues to be an attractive sponsorship opportunity for many organisations, including new major sponsors ESRC Genomics Forum, who sponsored a series of events, and Highland Park, who sponsored the Spiegeltent. Law firms find a great synergy with the Book Festival; it attracted a further three law firms as sponsors in 2006. At a time when many companies are seeking a more cerebral hospitality event, the Book Festival can provide the perfect sponsorship package. It not only provides events by the world's greatest authors and thinkers and a unique setting to host a reception, but also exposure to 215,000 visitors to Charlotte Square Gardens. So it is perhaps not so surprising that a significant number of sponsors stay with us year on year. We were delighted and grateful for this continued support including that from the Open University in Scotland, ScottishPower, Baillie Gifford, The Town House Company, Anderson Strathern, and our long term supporters Gillespie Macandrew who increased their contribution to Major Sponsor level in 2006.

By June 2006 more people than ever before were Friends of the Edinburgh International Book Festival. In order to give us the opportunity to review and improve the scheme, it was closed to new members. A new scheme will be launched in 2007, giving individuals the opportunity to support the Book Festival and enabling the Book Festival to thank its closest and most loyal supporters.

Where the money comes from and where it goes

⁶ The Book Festival is for me, one of the most exciting and important events ever created in this city, and its venue is one of the most attractive." _{Customer}



Income

87% of income is earned by the Book Festival through the Box Office, its independent Booksales operation, and from business sponsorship and donations. 11% is awarded in grants from the Scottish Arts Council and 2% in grants from City of Edinburgh Council.

Total Income for the Year £1,259,574

- 37% Box Office
- 37% Sponsorship & Donations
- 13% Public Funding
- 13% Booksales & Other Trading

Expenditure

Programming and staging over 650 events in Charlotte Square Gardens accounts for 45% of the Book Festival's expenditure. The Book Festival transforms the gardens into a tented village for 18 days each August when 22 hard-sided tents and structures are erected, 14 dedicated to author events, activities and services.

Total Expenditure for the Year £1,132,248

- 45% Programme
- **36%** Staff
- 10% Marketing
- **9%** Admin & Depreciation

Notes

Change in accounting period

The Book Festival has changed its financial year end from March 2007 to December 2006, therefore the above figures represent a 9 month year. Please note however that most income is received within the 9 month period, whereas expenditure is more evenly spread across 12 months.

Audited accounts

The above figures are estimated, based on the finance records for 2006. Audited accounts for 2006 are available from October 2007.



The main objectives of the Book Festival are to:

- create one of the world's pre-eminent literary showcases in which leading thinkers and writers may enjoy the company and inspiration of their peers and the reading public.
- encourage the exchange of lively and challenging thought, fostering open and fruitful debate and expanding public awareness of cultural, ethical, political and other matters affecting every citizen.
- construct an increasingly attractive and stimulating programme, of the highest literary and artistic quality.
- place education at the core of the festival's work and ensure a wide variety of events of diverse appeal, assisting readers and festival-goers in moving onwards from the immediately familiar.
- give equal value to programming for children, actively seeking to fire the imagination and broaden the horizons of young readers.
- place special emphasis on the work of contemporary Scottish authors and of Scottish publishing, creating the single most important annual showcase for Scottish literature.
- develop the international elements of the festival, enhancing awareness of the festival overseas and bringing to Scotland authors who would not otherwise be heard in this country.
- ensure a leading role in Scottish literary and cultural initiatives outwith the period of the festival itself, working with other institutions and partners to increase the profile of and funding for literature and culture.
- be a model of good practice, not only in cultural and artistic fields, but also as a responsible business.

Board & Management

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Contact details: Edinburgh International Book Festival, 5a Charlotte Square, Edinburgh EH2 4DR T: 0131 718 5666 F: 0131 226 5335 E: admin@edbookfest.co.uk W: www.edbookfest.co.uk

Next Book Festival: **11 – 27 August 2007 Charlotte Square Gardens, Edinburgh** Full programme details announced on 14 June

www.edbookfest.co.uk