

9:15 AM

Welcome

Andy Ventriss, Event Director, The London Book Fair
Bec Evans, Author & Co-Founder, Prolifiko

9:30 AM

Your Book, Your Choice

Find out how you can get your book into readers' hands with this expert panel on publishing routes, from agents to traditional and self-publishing and everything in between.

- **Cathryn Summerhayes, Literary Agent, Curtis Brown Group**
- **Kimberley Young, Executive Publisher, HarperCollins**
- **Alison Jones, Director, Practical Inspiration Publishing**
- **Ben Hughes, Business Development Manager, IngramSpark UK**

Facilitated by: Abiola Bello, Author, Founder of The Author School, Co-Director at Hashtag Press

10:10 AM

Author Inspiration

Get the inside track on how successful authors write. Hear the story behind their books, how they got started, keep writing, and the advice they wish they'd had. - LJ Ross, International bestselling author of the DCI Ryan mystery series

10:20 AM

How to Smash Your Book Pitch

This masterclass will demystify the submission process to share the must-haves of a perfect pitch. Find out how to get agents' attention and avoid common mistakes as you write your own elevator pitch and submit it for feedback. - Liza DeBlock, Literary Agent, Mushens Entertainment

10:50 AM

Author Inspiration

Get the inside track on how successful authors write. Hear the story behind their books, how they got started, keep writing and the advice they wish they'd had. - Monique Roffey, Author of The Mermaid of Black Conch, Costa book of the year

11:00 AM

Coffee Break Chat

Join the breakout room to meet other attendees and discuss the morning's sessions

11:10 AM

Build Your Brand, Market and Sell Your Book

Give your book the best chance of success. Featuring the brains behind successful books and authors you'll find out how to market and publicise your book to increase sales, as well as grow your brand and platform as you engage with readers.

- Alice Shortland, Deputy Head of Marketing, Canongate
 - Ricardo Fayet, Author & Co-Founder, Reedsy
 - Georgina Moore, Director of Books and Publishing, Midas PR
 - Sam Missingham, CEO & Founder, The Empowered Author
- Facilitated by: Matt Trinetti, Co-Founder, London Writers' Salon**

11:50 AM

Author FAQs: Answers to Most-Asked Questions

The Society of Authors has been supporting and advising authors for over 100 years. Get specialist advice from Nicola Solomon on the most-asked questions so you can protect yourself and your writing.

- Nicola Solomon, Chief Executive, Society of Authors

12:15 PM

Coffee Break Chat

Join the breakout room to meet other attendees and discuss today's sessions

12:25 PM

Author Inspiration

Get the inside track on how successful authors write. Hear the story behind their books, how they got started, keep writing and the advice they wish they'd had.

- Graeme Armstrong, author of The Young Team

12:35 PM

The Support You Need to Keep Going

Whether you need time, money, editorial advice or accountability to keep going, this panel can help. Together they share the many ways writers can get help and support each other as they write.

- Sarah Crown, Director of Literature, The Arts Council
 - Aki Schilz, Director, The Literary Consultancy
 - Parul Bavishi, Editor, Publishing Uncovered & Co-Founder London Writers' Salon
 - Gemma Seltzer, Author & Founder Write and Shine
- Facilitated by: Jon Reed, Author & Founder, Publishing Talk**

13:15 PM

Author Inspiration

Get the inside track on how successful authors write. Hear the story behind their books, how they got started, keep writing and the advice they wish they'd had.

Oliver Burkeman, journalist and author of The Antidote, Help! And the forthcoming Four Thousand Weeks: Time Management for Mortals

13:25 PM

Live Pitch Feedback

Submit your elevator pitch and be in with the chance to get feedback. Learn from other's pitches as Literary Agent Liza DeBlock shares the lessons from her earlier masterclass in this interactive session.

Liza DeBlock, Mushens Entertainment
Facilitated by Bec Evans, Author & Co-Founder, Prolifiko

13:50 PM

Closing Remarks

Bec Evans, Author & Co-Founder, Prolifiko

14:00 PM

Agent 121 Meetings

Exclusive opportunities for Writers' Summit & Agent 121 Meeting ticket holders. Limited available.