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## ADVICE ABOUT EBMA'S ONE-ON-ONE SESSIONS

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Several EBMA members have indicated on their evaluation forms that it took them a few years to make their One-on-One sessions really pay off, especially since they are only eight minutes long. To get everything possible out of that time, you really have to plan ahead. Here are some tips that may get you up and running more quickly.

1. On December 13<sup>th</sup>, you will receive from EBMA, **by e-mail**, registration lists for the 2013 EBMA Annual Meeting.
2. Complete the Profile Form, available in PDF and Word Formats, and send it electronically to EBMA at [info@edupaperback.org](mailto:info@edupaperback.org) **by December 14<sup>th</sup>**. We will distribute Wholesaler Profile Forms to publishers and Publisher Profile Forms to wholesalers when you register at the meeting.
  - o Be sure to characterize your business clearly—EBMA members are NOT all alike!
  - o Be certain that the people who read your Profile Form will know who to contact for what service.
3. EBMA One-on-One sessions have no agenda. Think of ways to use your session profitably. Time is short but, among the possibilities, you could:
  - o Bring printouts and do a business review with each firm.
  - o Evaluate your growth with each other year-to-year.
  - o Tell each firm you meet with about new promotions or marketing efforts.
  - o Come up with ways that you can work better together or do cooperative marketing.
  - o Ask for suggestions as to how your firm can be more helpful to the other.
  - o Bring news from editorial about new books and publishing programs.
  - o Find ways to use authors regionally or nationally.
  - o Suggest better ways to use posters, teaching guides, and bookmarks.
  - o Discuss creative ways to involve reps.
  - o Ask about new trends, new markets, new products--EBMA is the place to hear about them.
4. Remember that all EBMA members are not alike. Don't assume you know what another business focuses on. Read the Profile Form.
5. And don't forget that "the other side" has an agenda too! Sometimes one side does all the talking and none of the listening.
6. What if you have run out of time and there's more to discuss?
  - o There is time each afternoon to continue talking at the publisher's table. Keep a calendar and schedule additional time during one of these time periods.
  - o If time runs out, set up ways to keep talking by phone or e-mail when you're both back at work.
7. Establish a system for taking notes and keeping track of each discussion. The days are long and there is too much input to leave everything to memory.

**IMPORTANT:** Deadline to send all completed profile forms back to EBMA is **Friday, December 14<sup>th</sup>, 2012**.

**PUBLISHERS:** You may ship the books and catalogues that you will be promoting at the 2013 EBMA Annual Meeting in advance of the meeting directly to the hotel. Shipping instructions will be sent to you by e-mail.