

2016 Annual Meeting

One-on-Ones



Helpful Details

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 these brief meetings, you really have to plan ahead. Here are some tips that may get you up and running more quickly.

1. On December 21st, you will receive from EBMA, **by e-mail**, registration lists for the 2016 EBMA Annual Meeting.
2. Complete the Profile Form by December 18th: The 2016 Profile Forms are now offered as an electronic web form that you will fill out online ([Publisher Form](#) or [Wholesaler Form](#)). The material collected on the form has also been updated and reduced to pertinent information about your company. During the registration process you will be given the option to select receiving an online profile book prior to the meeting or a hard copy bound profile book onsite at the annual meeting.
 - Be sure to characterize your business clearly—EBMA members are NOT all alike!
 - 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:
 - Bring printouts and do a business review with each firm. Printouts could include sales figures, marketing plans or an overview of the prior year's highlights.
 - Evaluate your growth with each other year-to-year.
 - Discuss new promotions or marketing efforts.
 - Come up with ways that you can work better together or do cooperative marketing.
 - Ask for suggestions as to how your firm can be more helpful to the other.
 - Suggest better ways to use posters, teaching guides, and bookmarks.
 - Discuss creative ways to involve reps.
 - Ask about new trends, new markets, new products--EBMA is the place to hear about them.
 - Bring news from editorial about new books and publishing programs.
 - Find ways to use authors regionally or nationally.
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?
 - 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.
 - 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 complete the online profile forms ([Publisher Form](#) or [Wholesaler Form](#)) is **Friday, December 18th, 2016**.

PUBLISHERS: You may ship the books and catalogues that you will be promoting at the 2016 EBMA Annual Meeting in advance of the meeting directly to the hotel. Shipping instructions will be sent to you by e-mail.