EBMA Annual Conference 2018: Program Review, How to Get the Most Out of the One-on-Ones, and more
Welcome and thank you for joining EBMA President Jill Faherty, the conference co-chairs, Diane Mangan and Megan Quinn, EBMA Board Members, and the webinar committee Tim Ditlow and Kathy Faber, EBMA Board Members as we discuss the 2018 annual conference and review how to get the most out of your time during the one-on-one sessions at the annual meeting.
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Agenda

• Webinar Overview – Maureen Gelwicks
• Welcome & Intro – Jill Faherty
• Annual Conference: Key Dates & Reminders – Tim & Kathy
• Program – Co-Chairs: Diane Mangan, Meg Quinn
• Conference Logistics – Tim and Kathy
  • Travel & Packing for the Conference
  • Preparing for the Conference and the One-on-Ones
  • At the Conference, Set up and Attending the One-on-Ones
  • Topics you might cover during the One-on-Ones
  • One-on-Ones – Etiquette
  • After the One-on-Ones/Follow-up
  • Questions
Welcome – EBMA President, Jill Faherty

Annual Conference Key Dates

2018 EBMA Annual Meeting will be held January 8-11, at the Hyatt Regency Indian Wells Resort & Spa in Palm Springs, CA.

EARLY REGISTRATION CLOSED: Late registration is still available. Please go to http://www.edupaperback.org/annual_meeting for additional information and to register.

• As of this time, there are still hotel rooms available at the EBMA rate.
• Company profile forms were due 11/17. Please submit as soon as possible.
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Annual Meeting Program Overview: 

Co-Chairs, Diane Mangan of Baker and Taylor and Megan Bencivenni Quinn of Charlesbridge Publishing 

Conference Theme – Back to Basics: Going back to school on the current state of funding, resources, and the needs of content users in schools and libraries. 

Make sure to attend the breakfast meeting on the last day for important conference wrap-up and announcements!
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Travel & Packing for the Conference:

WEATHER
You can count on sunny weather in Palm Springs! An average of 360 or more days a year in Palm Springs bring sunshine, and the percentage of available sunshine time is about 90% sun! It rarely rains in Palm Springs.

January is a beautiful month to visit Palm Springs! The average morning temperature is 44 degrees Fahrenheit, the sun rises at 6:50am. Mid-day the temperatures reach on average around 65-70 degrees Fahrenheit. The sun sets around 5:00pm, the temperatures drop back down to 57 degrees Fahrenheit.

ATTIRE
The attire for the meeting varies by event. For the education sessions and one-on-one sessions the attire is Business Casual. The opening Monday dinner and the President’s dinner on Wednesday are more formal. Jackets are recommended for men and we suggest not wearing jeans. The attire for the Tuesday evening casual dinner is appropriate casual. Events may be outside in the evening so we recommend packing suitable clothes including sweaters and light jackets in case it is cool desert weather. You may find this article interesting about attire definitions - http://en.wikipedia.org/wiki/Dress_code_(Western).

HOTEL INFORMATION
Located 20 minutes from downtown Palm Springs, the Hyatt Regency Indian Wells Resort and Spa offers a variety of beautiful indoor and outdoor event venues that will motivate and inspire you. Experience a place designed around the power of connection, where you will have opportunity to collaborate with colleagues and meeting attendees. In your spare time enjoy premium amenities, including a top-rated spa, championship golf courses, tennis courts, swimming pools, and private poolside cabanas.

For a look at the property, click here.

Rates
Guestroom rates at the Hyatt Regency Indian Wells Resort and Spa will be $189 per night plus a $5 per night resort fee. These rates are subject to appropriate state and local taxes in effect at the time of the meeting. The negotiated room rates will be honored three days prior and three days following our program dates based on room and rate availability.

TRANSPORTATION INFORMATION
Airline Transportation
Guests may choose from three airports serving the desert community. Enjoy ease of access and unsurpassed convenience to all neighboring airports when you stay at Hyatt Regency Indian Wells Resort & Spa in beautiful Indian Wells.

Palm Springs transportation from Palm Springs International Airport (PSP)
Distance to hotel: 15 miles, 30-40 minutes.

From Ontario International Airport (ONT)
Distance to hotel: 86 miles, 1.5 hours.

From Los Angeles International Airport (LAX)
Distance to hotel: 140 miles, 2.5 hours

Airport/Hotel Transportation
Private sedan, taxi, car rental, shuttle service, Uber and Lyft are available from all 3 airports. Service First is the hotel’s preferred transportation partner, they have a variety of professional vehicles available for transport to/from the hotel. Drivers are prompt, punctual, efficient, and accommodating. Personal Palm Springs transportation service provided by Service First is also available 24-hours a day once you have arrived at the Hyatt Regency Indian Wells Resort & Spa. To reserve Service First transportation now, please call 760-265-0906.
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Preparing for the Conference and the One-on-Ones:
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Preparing for the Conference and the One-on-Ones:

• On November 30th, you received from EBMA, by e-mail, the publisher and wholesaler registration lists.
• Review your company profile form, which was due November 17th.
• If you wish to learn more about a company the member directories can be found here:
  • Wholesalers:  http://www.edupaperback.org/wholesaler_members
  • Publishers:   http://www.edupaperback.org/publisher_members
  • Be certain that the people who read your Profile Form will know who to contact for what service.
• Download the EBMA App. Instructions will be sent prior to conference.
• EBMA One-on-One sessions are 8-minutes long, and have no agenda. Think of ways to use your session profitably. Time is short!
  In advance:
  • Prepare a business review with each firm. Printouts could include sales figures, marketing plans, or an overview of the prior year’s highlights.
    • You might want to send business reviews via email in advance, pointing out areas you hope to discuss.
    • Prepare to evaluate your year-to-year growth with each other.
  • Prepare to discuss your new company initiatives, programs and goals.
  • Don’t assume you know what another business focuses on. Read the Profile Form.
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Preparing for the Conference and the One-on-Ones:

Publishers:
• In addition to a business review, do prepare a review of marketing and co-op spend, as well as bring your companies key policies and terms of sale.
• Make sure to have a list of key contacts at your company, including contacts for e-distribution.
• Please Note -
  • There will be very small (3’ sections) of tables available around the ballroom for product display. Please be very selective about what you send or bring to display.
  • Do consider sending samples of books directly to wholesalers in advance, or prepare to send samples afterwards. Wholesalers will be very limited on what they can take and ship back with them (one box!).
  • You may also ship the books and catalogues that you will be promoting at the 2018 EBMA Annual Meeting in advance of the meeting directly to the hotel. Shipping instructions will be sent to you by e-mail.
FIRST STOP: Please go to Registration.
• Registration will be open on Monday, between 3:00pm and 5:45pm to pick up your registration packet and your one-on-one schedule.
• Review your one-on-one schedule and put together your materials, business reviews, hand-outs, etc., in the order of your meetings for the following day.
• Publishers: Please note that you will definitely have some time free in your schedule without one-on-one meetings. This is a great opportunity to visit exhibit vendors, do additional net-working or prep for the one-on-one meetings, and check-in on your office email!

Set-up for Publishers/Wholesalers: The One-on-One room will be accessible for set-up on Monday, between the hours of 3:00pm and 5:45pm and 9pm and 10pm, and on Tuesday morning, between 7am and 9am.

Establish a system for taking notes and keeping track of each discussion and key follow-up points. The days are long, and there is too much too input to leave to memory!
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Topics you might cover during the One-on-Ones:

EBMA One-on-One sessions have no agenda – Think of ways to use your session profitably. In addition to what you prepared in advance of the meeting, 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 year-to-year growth with each other.
• Discuss what were the top selling titles for the year and why?
• 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. 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.
• Suggest better ways to use posters, teaching guides, and bookmarks.
• For wholesalers: Are there issues in shipping, supply chain, purchasing, or other areas? An opportunity to share trends, changes in purchasing patterns, needs/areas underserved.
• For publishers: What has the wholesaler missed purchasing? Any stock issues? Are there any promotions they should be aware of (ie: extra discount, terms, coop, etc.)?
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One-on-Ones – Etiquette:

**LEAVE TIME to LISTEN:** Don’t forget that “the other side” has an agenda too! Sometimes one side does all the talking and none of the listening.

**KEEP TO THE 8-MINUTES AND MOVE PROMPTLY ON TO YOUR NEXT MEETING**

**PLEASE DON’T SKIP YOUR SCHEDULED ONE-ON-ONE MEETING**
After the One-on-Ones:

What if you have run out of time and there’s more to discuss?

• There is some time each afternoon to continue talking at the publisher’s table. Plan to meet up and sit together to continue the discussion at one of the meal/event functions.
• Follow-up! If time runs out, set up ways to keep talking by phone or e-mail when you’re both back at work.
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Questions???

Thank you for attending and we hope you found this helpful. We’re looking forward to seeing everyone in Palm Springs on January 8th!

If you have questions about the meeting or your arrangements, please contact EBMA at meeting@edupaperback.org or 540-318-7770.