



EBMA 2020 Annual Meeting
January 7-10, 2020 | Puerto Rico



EBMA Annual Conference 2020
Program Review, How to Get the Most Out
of the One-on-Ones, and more

EBMA ANNUAL CONFERENCE 2020: Program Review, How to Get the Most Out of the One-on-Ones, and more

Welcome and thank you for joining EBMA Board Members Jim Marshall, Megan Quinn, Susan Marston, and Kathy Faber as we discuss the 2020 annual conference and review how to get the most out of your time during the one-on-one sessions at the annual meeting.



Jim Marshall



Susan Marston



Kathy Faber



Megan Quinn

EBMA ANNUAL CONFERENCE 2020:

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Agenda

- Annual Conference: Key Dates & Reminders
- Program
- Conference Logistics

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Annual Conference Key Dates

2020 EBMA Annual Meeting will be held Tuesday-Friday, January 7-10, 2020 at the Wyndham Grand Rio Mar Puerto Rico Golf & Beach Resort.

EARLY REGISTRATION CLOSED: Late registration is still available. Please go to

http://www.edupaperback.org/annual_meeting

for additional information and to register.

SHIPPING DEADLINE: Friday, December 20th

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Annual Meeting Program Overview:

Separating
FACT
from
FICTION

The 2020 Annual Meeting Program Committee, Nancy Stetzing of Children's Plus, Inc., Jim Marshall of Rosen Publishing and Margaret Coffee of Sourcebooks, are pleased to announce the meeting theme:
Separating Fact from Fiction.

The program is centered around the importance of non-fiction books in schools and libraries. It will answer questions such as how to reintroduce non-fiction in libraries, the benefits of non-fiction, how to position non-fiction for sale, and how to use non-fiction in the classroom at the Middle School and High School levels.

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Annual Meeting Program Overview:

Newly added to the Agenda:

- **Tuesday, Jan 7th at 5:30 PM: First Timer Reception**

Recent Changes to the Annual Meeting!

- One-on-One Session format: Wholesalers have assigned tables and Publishers move speed-dating style for each session.
- Publishers are organized in A and a B groupings, with one-on-one business meetings scheduled for every day of the conference.
- On Wednesday and Thursday, we're excited to offer additional programming for publishers during their free morning or afternoon period. Wholesalers are also welcome to attend this programming if personnel coverage allows.

Tuesday, Jan 7th

3:00-6:00 PM	REGISTRATION OPEN
3:00-6:00 PM	SET-UP FOR ONE-ON-ONE SESSIONS
6:00-6:45 PM	WELCOME TO OUR ANNUAL MEETING
6:45-9:00 PM	AWARDS PRESENTATION & OPENING NIGHT DINNER Ludington Award, <u>Nikki Grimes</u> , Author

Wednesday, Jan 8th

7:00-8:00 AM	BREAKFAST & SET-UP FOR THE ONE-ON-ONE SESSIONS
8:00-9:15 AM	WELCOME TO THE ANNUAL MEETING Educational Session: Using Nonfiction in Schools
9:30 AM-12:05 PM	ONE-ON-ONE SESSIONS
10:00-11:00 AM	PUBLISHER PROGRAMMING The Importance of Quality Metadata
12:15-1:15 PM	LUNCH Guest Speaker: <u>Yuyi Morales</u> , Author
1:30-4:00 PM	ONE-ON-ONE SESSIONS
2:00-3:00 PM	PUBLISHER PROGRAMMING The Importance of Quality Metadata
6:00 PM	CASUAL EVENING RECEPTION AND DINNER

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Note:

- It is expected that all attendees (both wholesalers and publishers) will have meetings each day, including Friday.
- Make sure to attend the breakfast meeting on the last day for important conference wrap-up and announcements!

Thursday, Jan 9th

7:00-8:00 AM

BREAKFAST

8:00-9:15 AM

Educational Session: SLJ / EBMA Survey Says!

9:30 AM - 1:00 PM

ONE-ON-ONE SESSIONS

11:00 AM - Noon

PUBLISHER PROGRAMMING Reaching the Next Generation

1:05 PM-2:05 PM

LUNCH Guest Speaker: Lauren Tarshis, Author

2:15-4:15 PM

ONE-ON-ONE SESSIONS

2:15-3:15 PM

PUBLISHER PROGRAMMING Reaching the Next Generation

6:30-7:15 PM

PRESIDENT'S RECEPTION

7:15-9:15 PM

PRESIDENT'S DINNER Guest Speaker: Elizabeth Acevedo, Author

Friday, Jan 10th

7:30-8:30 AM

BREAKFAST

8:30-8:45 AM

EBMA ANNUAL BUSINESS MEETING

9:00 AM - 12:15 PM

ONE-ON-ONE SESSIONS

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TRAVEL

The main international airport in Puerto Rico that offers flights to and from major cities in the United States is the Luis Muñoz Marín International Airport, commonly known as the San Juan airport (SJU). More than 20 airlines fly in and out of this hub with regularly scheduled service and daily nonstop flights.

GROUND TRANSPORTATION OPTIONS

1. **Shuttle:** A local destination services company will provide airport transfers for EBMA attendees. You must register at least 48 hours in advance for this service. Information on reservations and cost can be found by clicking this link. [Click this link](#)
2. **Car Rental:** There are 14 car rental companies to choose from. If you wish to rent a car, we recommend doing it in advance of the meeting.
* **Parking at Hotel:** Daily self-parking fee of \$15.00 plus tax. Daily valet parking fee of \$20.00 per car plus tax.
3. **Taxi:** Upon arrival to the airport, taxis are waiting outside Terminal B and C exits, or outside Terminal A on the Arrivals Level.
4. **Rideshares:** Please note, ridesharing services such as Uber, are relatively new to the island and are still defining regulations. Drivers can drop off at the airport, but cannot yet pickup.

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HOTEL INFORMATION

The Wyndham Grand Rio Mar is about 35 minutes from the airport and is a secluded picturesque beach resort, bordered by the El Yunque National Forest, two spectacular golf courses, and the beautiful Atlantic Ocean. Onsite amenities include golf, tennis, the spa, a casino or delicious on-site restaurants and bars.

WEATHER

January is renowned for being one of the coldest months in Puerto Rico, but a typical Puerto Rican winter doesn't tend to see temperatures dip below 70 degrees Fahrenheit. In fact, daily highs often reach 83 degrees. Around 3 inches of rain typically falls in January, so it may be wise to pack a light jacket along with the sunscreen.

ATTIRE

Appropriate casual dress wear is fine for all events - we are on a tropical island after all! We just ask that things like flip-flops, shorts, tank tops and t-shirts with any provocative pictures or words be avoided. If you're more comfortable in business casual or dressy attire, that's okay too – it's all about being you! We don't have to match to mingle!

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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 December 2nd, you received from EBMA by e-mail the publisher and wholesaler attendee lists and shipping instructions.**
- **Review the publisher and wholesaler attendee lists now posted to prepare for your meetings.** There are companies who are still updating their registration, so this list may be adjusted, so please check back.
 - As a reminder, we do not finalize the one-on-one schedule until immediately before the annual meeting.
- **Shipping:** Complete shipping instructions are available, please review thoroughly and carefully. Shipping to Puerto Rico entails slightly different procedures than those to other destinations. Instructions must be followed.
 - Shipping documentation listed must be sent at least 10-15 working days prior to the EBMA Annual Meeting setup date – no later than December 20th.
 - **We strongly recommend shipping materials as early as December 13th and no later than December 20th.**
- **Review the company profile forms.**
 - Everyone will receive an electronic file of all the 2020 Company Profile Forms in advance. If you would like a physical copy at the conference for reference, please make sure to print it out and bring it with you.
 - All publisher and wholesaler members will also be available on the EBMA website.
- **Download the EBMA App. Instructions will be sent the week prior to conference.**

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Preparing for the Conference and the One-on-Ones:

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.
- Have your goals outlined before the meeting.
- Prepare to discuss your new company initiatives and programs.
- Don't assume you know what another business focuses on. Read the Profile Form.
- **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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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 company's key policies and terms of sale.
- Make sure to have a list of key contacts at your company, including contacts for e-distribution.
- **Publisher Tables: Please Note -**
 - During registration, you were asked to select whether or not you would like a display table.
 - If you requested a table, there will be very small (3' sections) of tables available around the ballroom for product display.
 - You may ship the books and catalogues that you will be promoting at the 2020 EBMA Annual Meeting in advance of the meeting directly to the hotel. Detailed shipping instructions were sent by e-mail on December 2nd and must be followed to receive your materials in time.
 - Table numbers were shared along with the shipping instructions.
 - 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!).
- **Outbound Shipping Instructions:** We recommend you bring pre-filled airbill forms for FedEx, UPS & DHL.

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At the Conference, Set up and Attending the One-on-Ones:

FIRST STOP: Please go to Registration.

- Registration will be open on Tuesday, between 3:00pm and 6:00pm 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.

Set-up for Publishers/Wholesalers: The One-on-One room will be accessible for set-up on Tuesday, between 3:00pm and 6:00pm, as well as on Wednesday morning, between 7:00am and 8:00am.

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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:

- Review your annual business with each firm and share 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, marketing efforts, cooperative marketing and ways that you can work better together.
- 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**

EBMA ANNUAL CONFERENCE 2020:

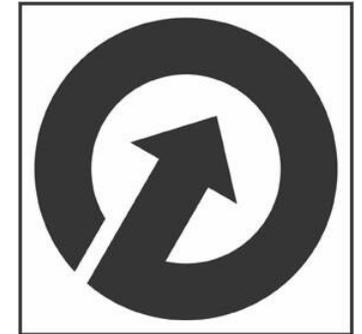
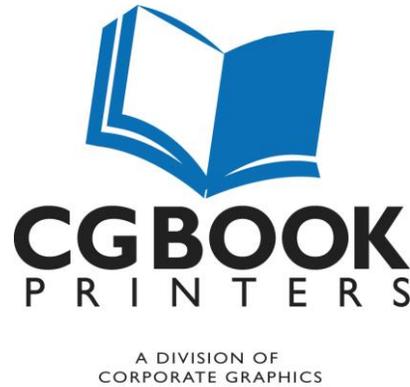
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One-on-Ones - Sponsors:

Please note, that there are seven sponsor companies in the one-on-one schedule. We encourage everyone to meet with the following companies to learn more about their business and how you may be able to work together!



Deyan Audio Services



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After the One-on-Ones:

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

- 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.



EBMA ANNUAL CONFERENCE 2020: Program Review, How to Get the Most Out of the One-on-Ones, and more Questions???

Thank you for attending and we hope you found this helpful.
We're looking forward to seeing everyone in Puerto Rico on January 7th!

If you have questions about the meeting or your arrangements, please
contact EBMA at meeting@edupaperback.org or [540-318-7770](tel:540-318-7770).

