

Summary - MiPA member meeting

January 14, 2025

Conferences, Publishing Events, and Trade Shows

Andrea, the CEO of IBPA, shared her background in publishing and her vision for IBPA, emphasizing the organization's mission to lead and serve the independent publishing community through advocacy, education, and tools for success. She also announced that IBPA will be combining with Pubwest, another National Publishers Association, in July. Lee, the Chief Content Officer at IBPA, shared his experiences as an author and publisher, highlighting the benefits of working with different indie publishers.

Andrea and Lee discussed various types of conferences and publishing events relevant to authors and publishers. They highlighted the importance of understanding the audience, potential sales, and ongoing marketing benefits before attending any event. They also discussed the value of educational events for learning and networking. The team also touched on the role of international trade shows like Frankfurt and Guadalajara in selling rights and distribution into global markets. Lastly, they mentioned the potential of consumer shows like Comic-Con and genre-specific events for reaching specific audiences. The conversation ended with a discussion on the upcoming Publishing University and Think Tank Day organized by IBPA.

PubU Event Planning and Networking

Lee and Andrea discussed the upcoming Publishing University (PubU) event, which will be held in Minneapolis. The event will feature keynotes, panels, and breakout sessions covering various topics, including AI and different business models. PubU will also include a mixer event in the evening on March 20th at Open Book, which will be free and open to the public.

References and Resources Posted to the Meeting Chat

Library Insights Summit: <https://libraryinsightssummit2025.sched.com/>

List of Bookseller Associations:

<https://www.theindependentbookseller.com/bookseller-associations.html>

IBPA 2024 ALA Report:

<https://www.ibpa-online.org/news/677216/IBPA-Report-from-the-American-Library-Association-ALA-Annual-Conference-2024-.htm>

ALA 2025 with IBPA: <https://www.ibpa-online.org/store/ListProducts.aspx?catid=568479>

IBPA 2024 Frankfurt Report:

<https://www.ibpa-online.org/news/685469/IBPAs-CEO-Reports-from-the-2024-Frankfurt-Book-Fair.htm>

Writers Block at Reedpop Comic Cons: <https://www.ibpa-online.org/page/writers-block-comic-con>

PubU 2025: <https://www.publishinguniversity.org/schedule>

Link to join IBPA: https://www.ibpa-online.org/general/register_member_type.asp?

Photos

ALA 2024: <https://www.facebook.com/media/set/?set=a.878117917689343&type=3>

Frankfurt Book Fair 2024: <https://www.facebook.com/media/set/?set=a.952665166901284&type=3>

Guadalajara Book Fair 2024:

<https://www.facebook.com/media/set/?set=a.997927599041707&type=3>

International Book Fairs in 2025 with IBPA

Frankfurt : <https://www.ibpa-online.org/store/ListProducts.aspx?catid=568496>

Bologna: <https://www.ibpa-online.org/store/ListProducts.aspx?catid=967299>

Guadalajara: <https://www.ibpa-online.org/store/ListProducts.aspx?catid=994363>