



**BOOK MARKETING SOCIETY**

Celebrating marketing excellence

### **What are you announcing today in relation to the Book Marketing Society?**

Lucy Upton

Some significant changes to the set up and vision for the organisation. In short, the BMS will now be run by members *for* the members. The relationship with Nielsen, who previously administered the society, has now ended. Myself, Rebecca Ikin and Chloe Healy have taken on re-engineering the society and will act as Co-Chairs.

Rebecca Ikin

We've seen a lot of support from our peers for the first wave of changes and will be pulling together a wider committee to work alongside us, in the next two months.

Chloe Healy

Our new logo and branding also rolls out today. The refresh helps to signal the start of new chapter for the society.

### **Why the change?**

Chloe Healy

There's never been a more demanding time for marketers. The marketing discipline is more complex than ever, ways to reach readers have expanded exponentially, as has competition for their time. Marketers are at the front line – responding to those challenges with curiosity and creativity. We feel there's a real need for a society that totally and truly understands those pressures and provides ways to reflect, analyse, and debate.

Lucy Upton

The BMS has provided a forum for marketers over many years but we felt strongly that it needed to be aligned more closely with professionals who are working on campaigns day-in-day-out. On every front we want it to be more relevant, as well as to provide worthwhile benefits for members.

Rebecca Ikin

Our mission is simple: celebrate marketing excellence, provide a forum where members can network and be inspired and develop their expertise, and collectively, as a total membership, we want to provide more of a voice for marketing within and beyond the book industry.

## What specific changes are on the horizon?

All

Lots of changes – some small, some large. We've made a start by refreshing the meetings but things will now move up several gears!

Rebecca Ikin

A new vision for the BMS Awards. The awards and recognising excellence and effectiveness are hugely important to our membership. Our new chair for 2019 will be Sophie Rochester. Sophie will be in place for a year and will bring real rigour, insight and ambition to the awards. We want to run an expanded rota of experienced and diverse professionals for the judging panel. The awards need to feel less insular, be more outward facing. The submission process also gets a much needed overhaul. We're particularly grateful to the *Bookseller* – our newly established relationship will ensure that winning campaigns from the BMS seasonal awards, will automatically feed into The British Book Award Marketing Strategy of the Year.

Lucy Upton

New categories will help showcase more great work from across the industry – we're separating out YA and children's, creating space for Debut campaigns and hoping our reworked multi-title campaign will encourage entries from retailers as well as a new category for academic and reference.

Chloe Healy

We know the amazing work that's going on across the industry. We want these awards to really count; to have proper clout and prestige. More detail on all the changes can be found on the BMS site.

Lucy Upton

Member meetings continue to be our most vibrant forums, showcasing campaigns with 'How They Did It' case studies from across the industry, the best guest speakers on the most pressing topics and opportunities for networking and socialising with colleagues from a range of publishing houses and book organisations. Recent examples include a session focused on audio, Voice and podcasting and a guest speaker slot from Contagious. We're regularly seeing attendance now of 80+ people which is fantastic to see and features like The 30 Second Pitch (showcasing new releases and proofs) give colleagues the space to hone their pitch in front of a supportive audience.

Rebecca Ikin

We're also experimenting with different formats and time slots so we can better fit around members' days. We launched Agenda-setting Breakfasts (45 mins, one speaker on a single and timely topic) with Twitter Europe VP Bruce Daisley on Productivity which was a huge success, so we'll be running more soon.

Chloe Healy

Plus further improvements to our programme of training and development workshops for all levels throughout the year, including the annual Primer Day for new starters and the Campaign Masterclasses run by James Spackman. Members asked for a Crime/Thriller special and the masterclass session on the back of that was tremendous, full of great insights. Also, a full overhaul of our social media. The BMSshoutOut hashtag we launched is getting some nice pick up and is providing a channel for peer-to-peer recognition of campaign moments. We'd encourage any marketer to tag their great work.

Lucy Upton

Katie Sadler has joined as our new administrator and she'll also be managing the website going forward. Any BMS queries can go via: [admin@bookmarketingsociety.co.uk](mailto:admin@bookmarketingsociety.co.uk)

### **Where do you want to get to? What does success look like?**

All

We're hugely passionate about the society and the role it can play within the industry; we want to do everything we can to ensure it thrives, so we're just getting started really. Our next major step is forming a wider committee of our peers and making sure we have an open, ongoing conversation with our members.

Lucy

And the strength of our membership is everything. We have a good showing across trade publishers (indies and the bigger groups) and hope that with ongoing improvements we'll continue to enjoy their support and see that flourish but we're also keen to expand beyond publishers to encourage more members from retail, from academic and reference publishers and from book charities and other bodies – anyone working within marketing in the books industry.

Chloe

Ensuring membership is accessible to freelancers or those who are just starting out and looking to join the industry is really vital to our future success. We want to be in a position to provide grants for membership and also begin to facilitate more formal support via a mentoring programme.

We're also looking to expand benefits through access to other talks programmes, galleries and exhibitions – via securing discounts or priority entry for BMS members.

Rebecca

We'd love to get to a place where we are able to reach students and help the next generation of marketers by inspiring them with the creativity and opportunity that exists within marketing and the books industry. And we'd love for the awards to have real standing in the wider advertising and creative arena. Improved newsletter content and features and a closer relationship with the *Bookseller* will, we hope, enable us to showcase work and the exceptional professionals behind it, as well as providing more insight into to the issues of the day.

Lucy

We've started conversations with colleagues in Australia who are hoping to launch a new Australian outpost of BMS, that should give us an even stronger voice within the industry – globally! We're interested to see where that partnership can take us.

All

Does that sound like world domination isn't out of the question? Seriously, we've got a lot to do and we're doing this as volunteers and around the day jobs but if people can keep talking to us about what they want to see, we hope we can deliver a marketing society that works hard for members and that our brilliantly creative industry deserves.

### **Want to get in touch?**

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