



## **PRESS RELEASE**

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# **IPG delivers DIT-backed Frankfurt Book Fair training for independent publishers**

The Independent Publishers Guild is helping independent publishers prepare for this year's Frankfurt Book Fair with a package of training funded by the Department for International Trade.

The support will enable small and medium sized publishers to improve their knowledge and skills in buying and selling rights and exporting to overseas markets and help them make the most of their time at the Book Fair. Its provision via the DIT cements the IPG's position as an expert provider of training in publishing.

The IPG's package will include four webinars covering international sales and selling and buying rights, each with two options at beginner and intermediate level. The webinars will be led by experienced speakers, with time for general questions and one-to-one queries. There will also be bespoke online content to support rights, exports and book fair strategies, delivered on the IPG Skills Hub and including a two-part training course.

The resources will be completed by a Book Fair Toolkit that includes practical advice for tasks like setting objectives, managing budgets, pre-show marketing, capturing and following up sales leads and good sustainability practices, plus a directory of useful industry contacts and tips from previous exhibitors. All the material will be tailored to the needs of smaller publishers and the specific activities of the Frankfurt Book Fair.

The package of support is being funded by the Department for International Trade, as part of its UK Tradeshow Programme, which provides assistance for UK businesses to attend overseas trade fairs and exhibitions. The programme also gives firms access to grants to cover exhibition costs and prepare for shows and is aimed in particular at growing businesses that are seeking to break into new international markets.

IPG chief executive Bridget Shine says: "The IPG has supported members at the Frankfurt Book Fair for many years now, so we're ideally placed to deliver this new package of support. Independent publishers have always been agile and effective in identifying ways to increase their international sales via rights and exports, and these resources will help even more small businesses to make the most of the exciting opportunities. We're grateful to the Department for International Trade for backing this support and encouraging SMEs at trade shows like Frankfurt."

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