

7TH NOVEMBER 2025



THE INDIE PRESS NETWORK MARKETING DAY

The Indie Press Network is delighted to be delivering an Arts Council England-funded day for small presses focusing on marketing and publicity.

Held at the iconic Conway Hall, we are thrilled to be curating a series of talks, panels and sessions focusing on knowledge-sharing and breaking down obstacles in one of the most difficult areas for small businesses.

SCHEDULE AND OVERVIEW

9.00 Arrival – networking over tea and coffee

9.45 Welcome

Our host, Ann Morgan, welcomes us and kicks off the day. An author, speaker and editor best known for her 2012 project that saw her read a book from every country in the world, and her work producing the RLF's Collected podcast, Ann is a passionate advocate for small presses and the literature we bring into the world. We also hear from Peter Howarth, who will be taking a baseline reading via a marketing health-check questionnaire.

10.00 Bookseller Panel

We kick off with a bookshops panel, who help publishers understand how best to work with them. In conversation with Zool Verjee of Blackwell's and Foyles, Cat of Burley Fisher, Aimee Gilbert of INK@84 and David Coates of Serenity Books.

11.00 Social Media

We are joined by award-winning marketing consultant Rachel Quin, who looks at one of the biggest areas of change publishers are facing – focusing on understanding trends of the market; how to build audiences and engagement.

12.00 Publicity for Small Presses

In conversation with Becke Parker of the PR Collective. A session that seeks to arm presses with knowledge on how best to build a publicity plan, looking at common pitfalls and misconceptions.

1.00 Break for lunch – provided

2.00 Publisher Success Stories

We are joined by Joel Burton of Fitzcarraldo Editions, Neil Griffiths of Weatherglass Books and the Queen Mary Small Press Fiction Prize (formerly the Republic of Consciousness Prize), Harriet Hirshman of Dead Ink and Jimena Gorraéz of Daunt Books Publishing, along with TikTok sensation Thomas R. Weaver, to hear the behind-the-scenes of publishing success, and what can be learnt from high-flying campaigns.

3.00 Marketing Basics

We are joined by Farhana Shaikh (Publisher at Dahlia Books and Lecturer in Marketing with a specialism in small presses at De Montfort University). Small Press Marketing 101 with breakout rooms to explore in more detail.

4.00 What Next? Thinking Big

Thinking bigger, we go out on a high talking about support, resources and food for thought. Katherine Brown from ACE's Digital Culture Network talk about the support they have on offer for independent publishers; Emma Lowe, director of the London Book Fair talks about top tips for indies getting into and preparing for LBF; Impress talk about what they offer indies, and their Festival of Publishing; Magdalene Abraha of Jacaranda Books talks about how thinking outside of the box has shaped Jacaranda's growth.

LATER ON...

Please join us for further networking at The Queen's Head
64 Theobalds Rd, London WC1X 8SF

RESOURCES AND BEYOND

Part of the funding from the Arts Council is going towards empowering indie publishing by turning today's sessions into free and accessible digital resources, hosted by the Indie Press Network and the Arts Marketing Association. For more information please stay in touch!

THE INDIE PRESS NETWORK

A NETWORK OF 86 INDEPENDENT PRESSES
BASED IN THE UK & IRELAND

3 Times Rebel Press
Afsana Press
Arachne Press
Asteria Press
Aurora Metro Books
Bitter Lemon Press
Black Cat Poetry Press
Bluemoose Books
BOTH Press
Broken Sleep
Buan Press
Bullaun Press
Cahill Davis Publishing
Claret Press
Corylus Books
Dahlia Books
Dead Ink
Deixis Press
Dialect Press
Diamond Books Ltd
Dinosaur Books
Eglantyne Books
Elephant Press
Elsewhen Press
Époque Press
Fly on the Wall
Galley Beggar
Ghost Orchid Press Ltd

Goat Star Books Ltd
Guppy Books
Haunt Publishing
Hayloft Publishing
Héloïse Press
Hobeck Books Ltd
Ignite Books
Indie Novella
Inspired Quill
Istros Books
Jantar Publishing
Knight Errant Press
Leamington Books
Lemon Jelly Press
Linden Editions
London Poetry Books
Lurid Editions
Major Books
Manderley Press
Mercier Press
Moth Books
MTO Press
Northodox Press
Norvik Press
Ortac Press
P&H Books
Palavro
Pamenar Press
Papillote Press

Peakrill press
Postcard Press
Prototype
Renard Press
Sans. PRESS
Saqi Books
Saraband
Scorpius Books
Scratch Books
sincere corkscrew
Sinoist Bokos
Skein Press
SmashBear Publishing
SPAM Press
Spiracle Audiobooks
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Strange Region
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Taproot Press
Tapsalteerie
The Emma Press
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