



Alliance of
Independent
Authors

ALLi INVITES YOU TO THE
**London Book Fair
2024**

ALLi will have a stand at LBF. Come and see us at 1F51

ALLi Drinks Party Wednesday 13th March 5:30pm-8pm

Kindly Sponsored by Amazon KDP

Join us for drinks and finger food, meet and mingle with Amazon and other Partner Members, ALLis and friends.

**The Hand and Flower, Olympia, 1 Hammersmith Rd,
West Kensington, London W14 8XJ**

All members and friends welcome

kindle | direct
publishing

Self-Publishing Panels & Talks

MONDAY 11TH MARCH, 11.35 – 12.20: WRITERS' SUMMIT

Essential Skills in Book Production

CHAIR: Roz Morris, literary novelist and ALLi's Editor-in-Chief

SPEAKERS: Nastasia Bishop-McHugh, Founder, Stardust Book Services and Martin Cavanagh, Content Marketing Manager, Reedsy

MONDAY 11TH MARCH, 14.05 – 14.35: WRITERS' SUMMIT

Going Indie: Creative and Commercial Freedom

SPEAKERS: Sacha Black, Novelist and nonfiction author and professional speaker and Dan Holloway, Performance poet, novelist and creative thinking champion

MONDAY 11TH MARCH, 16.20 – 16.50: WRITERS' SUMMIT

Interactive Panel with Agents – Sharing Top Tips

CHAIR: Orna Ross, Founder & Director, ALLi

SPEAKERS: Jess Molloy, Literary Agent, Curtis Brown; Kiya Evans, Associate Agent, Mushens Entertainment; and Rachel Neely, Literary Agent, Mushens Entertainment

TUESDAY 12TH, 14.45 – 15.30: (DAY 1) AUTHOR HQ

The Rise & Rise of the Indie Author: Self-Publishing Futures

CHAIR: Joanna Penn, author and award-winning entrepreneur, founder of The Creative Penn

SPEAKERS: Michael La Ronn, Founder, Author Level Up, ALLi's Outreach Manager and Orna Ross, Founder & Director, ALLi

TUESDAY 12TH, 16:45 – 17:15: (DAY 1) AUTHOR HQ

Great Tips for Self-Publishing Success

CHAIR: Ben Hughes, Senior Manager, Business Development, IngramSpark

SPEAKERS: Helen Lewis, CEO & Founder, Literally PR, Co-Founder The Diverse Book Awards; Orna Ross, Founder & Director, ALLi; Jemma Hatt, Children's Author; and Michael Miller, Fantasy Author

WEDNESDAY 13TH, 11.00 – 11.45: (DAY 2) AUTHOR HQ

Diversifying Authors, Diversifying Incomes

CHAIR: Melissa Addey, Historical novelist and Campaigns Manager at ALLi

SPEAKERS: Rachel McLean, Author and Publisher, Ackroyd Publishing and Penny Pepper, Author