

SoA AGM 2017



30 November 2017

Location: Royal Over Seas League (London)

Address: Royal Over-Seas League, Park Place, St James's Street, London SW1A 1LR (nearest underground station: Green Park)

Event time: 2.30pm-8pm

Please join us for a series of panel discussions followed by our 2017 AGM

Event details: Please get in touch with Poppy Rosenberg on PRosenberg@societyofauthors.org

Programme

2.30pm Doors open, tea and coffee will be served on arrival

1. Building Your Brand

How can you use social media and digital platforms to promote your work and status? Authors Joanne Harris, Sam Missingham and Nikesh Shukla discuss how to build your author brand.

2. The Publishing Landscape

James McConnachie, editor of *The Author*, interviews HarperCollins CEO Charlie Redmayne on his views of publishing present and future.

4.15pm

How to negotiate and get What You Want

All your questions answered about how to get the best deal for you and your book.

Agent Heather Holden Brown and mediator Andrew Hildebrand offer strategies and tips so that you get what you

want out of your book deal.