



# BOOKSELLER EDUCATION & EVENTS

## ABA'S STRATEGIC PLAN:

### GOAL I

*Provide independent professional booksellers with access to the education, information, and business services they need to succeed in a changing world.*

## WINTER INSTITUTE

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A free, intensive, two-day education program with over 20 education sessions, social events and hours of networking opportunities—including most meals and discounted hotel rates—aimed at owners and staff of ABA member bookstores.

## SPRING BOOKSELLER FORUMS

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Held every Spring in conjunction with regional booksellers associations, these forums provide an opportunity for ABA members to receive updates on the association's program and initiatives, to voice their concerns, and to offer input on the future direction of ABA. These forums offer a broad perspective on how individual stores fit into the book industry as a whole and are an invaluable learning experience. In addition, ABA offers an education component coupled with the forums.

## ABA CONVENTION & BOOKEXPO AMERICA

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The largest book industry event in the country with over 2,000 publisher exhibits, over 50 educational sessions, including ABA's day-long education program of seminars and panel discussions, a specially-priced hotel exclusively for ABA member booksellers, an ABA members-only "lounge," unlimited networking opportunities, special events, author autographings, as well as ABA's Town Hall, Annual Meeting and Celebration of Bookselling. A four-day school for people interested in opening a bookstore is also offered in conjunction with BEA.

## FALL REGIONAL TRADE SHOWS

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Every Fall, in conjunction with the regional bookseller associations, ABA has a booth on the trade show floor where general ABA information is provided and demonstrations are given. In addition, ABA sponsors a series of education sessions at each show.

## ONLINE BOOKSELLER IDEA EXCHANGE

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ABA provides members with a variety of distance learning opportunities on its website [www.BookWeb.org](http://www.BookWeb.org):

- **MULTIMEDIA PRESENTATIONS**  
Provides ABA members with access to streaming video of ABA educational programming complete with videotaped presenters and PowerPoint slides.
- **BOOKSELLER IDEA EXCHANGE**  
The Education Forum provides ABA member booksellers with an opportunity to share thoughts and experiences, ask questions, and offer suggestions and tips on the material presented at ABA's education programs. This forum also allows booksellers to share and download forms and other business documents.
- **OTHER DISTANCE LEARNING TOOLS**  
Links to education session PowerPoints, PDFs of session handouts, articles from Bookselling This Week, studies, sample letters and other marketing materials, and more.