

You are cordially invited to the global launch of

# **OPENING UP TO INDIE AUTHORS**

guidebook & campaign #PublishingOpenUp

from

The Alliance of Independent Authors (ALLi)

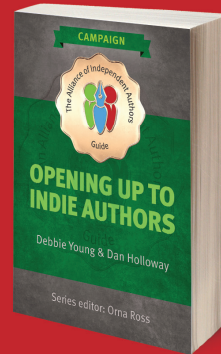
With authors

Dan Holloway & Debbie Young and  
series editor and ALLi Director, Orna Ross

**Where and when:**

Kobo Booth, U500 Earl's Court 2, The London Book Fair  
Tuesday 8th April 2014, 2pm

and at Kobo stores worldwide with ALLi members



# Alliance of Independent Authors at the London Book Fair 2014

**MONDAY 7 APRIL 12.30PM**

LBF DIGITAL MINDS CONFERENCE,  
QEII CONFERENCE CENTRE, LONDON SW1  
Panel: Hybrid & Author Publishing. Hugh  
Howey, Jon Fine (Amazon) & Orna Ross.

**TUESDAY 8 APRIL 2PM**

LBF KOBO BOOTH, EARL'S COURT 2  
Book Launch: Opening Up To Indie  
Authors Guidebook & Campaign.  
With Guide Authors Dan Holloway &  
Debbie Young.  
Sponsored by Kobo

**TUESDAY 8 APRIL 12 NOON**

LBF, AUTHOR HQ  
Seminar: Book Discovery for Authors:  
How Authors Help Readers  
Discover Their Books.  
Speakers Joanna Penn and Mark Coker

**WEDNESDAY 9 APRIL 2.30PM**

LBF, THAMES ROOM  
Seminar: Successful Author Publishing:  
Lessons from Alliance of Independent  
Authors. Orna Ross and ALLI advisers and  
partners pass on the seven crucial lessons  
every successful self publisher must know.

**WEDNESDAY 9TH APRIL 4PM**

LBF, AUTHOR HQ  
Panel: The Hallmarks of Self-publishing  
Success. A panel discussion with Orna  
Ross, Polly Courtney and Rachel Abbott

**WEDNESDAY 9TH APRIL 7PM**

**THE KING'S HEAD**  
[HTTP://www.faucetinn.com/the-kings-head/](http://www.faucetinn.com/the-kings-head/)  
Showcase & Drinks Party: Indie Author  
Fringe Fest, ALLi Members' Books  
Showcase & Party. Compered by Joanna  
Penn, sponsored by Amazon/Audible