Press Release

Three leading marketing campaigns to be examined in the second of new series of BMS masterclasses with James Spackman

London, Wednesday 21 September 2016

The Book Marketing Society’s Masterclass with James Spackman is returning by popular demand following the success of the first event earlier this year. The event will take place next Thursday 29th September in Central London and will focus on adult fiction and non-fiction, with a further two taking place in January and April next year, one on children’s marketing, and a second on adult campaigns.

James Spackman said: ‘Our first Masterclass yielded fascinating insights, as three award-winning marketers gave us a good look under the hood of their innovative and effective campaigns. This time I’ll be interviewing the people behind Lean in 15’s spectacular conversion of social fans into preorder customers, Belgravia’s groundbreaking, integrated digital product development and promotion, and Everyone Brave is Forgiven’s exceptional trade engagement.’

Jon Slack, BMS Development Manager said: ‘We have fine-tuned the format across the next three sessions so that each masterclass has a separate focus on Adult or Children’s campaign case studies. There will also be a ‘campaign surgery’ section that offers everyone attending the opportunity to discuss their current campaign challenges within the group.’

The confirmed campaigns under the spotlight are:

- **Lean in 15** by Joe Wicks (Bluebird) – the speaker will be Sara Lloyd (Pan Macmillan)
- **Belgravia** by Julian Fellowes (W&N) – the speaker will be Julia Pidduck (Orion)
- **Everyone Brave is Forgiven** by Chris Cleave (Hodder & Stoughton) – the speaker will be Jessica Killingley (formerly H&S)

The masterclass is open to BMS members only and will run from 9.30-12.30pm (doors at 9am), including a break and breakfast refreshments. It’s the ideal opportunity to gain the inside track on bestselling marketing campaigns and pick up insights and tips for your future marketing strategies.
**When:**
Thurs 29 Sept 2016 – ADULT
Thurs 26 Jan 2017 – CHILDREN’S
Thurs 13 April 2017 – ADULT

**Where:**
Nielsen Book offices, 5th floor, Endeavour House, 189 Shaftesbury Avenue, London WC2H 8TJ

**Price:**
£40 per class or book x3 spots for £100

**Bookings:**

For further information or to learn more about membership to the BMS, please contact Jon Slack on jon.slack@nielsen.com

**About Nielsen Book**
BMS is run by Nielsen Book, which is the leading provider of search, discovery, commerce, consumer research and retail sales analysis services globally. Nielsen runs the Registration Agencies (ISBN and SAN Agencies for UK & Ireland, ISTC), provides search and discovery products through its Nielsen BookData product range, electronic trading via Nielsen BookNet and PubEasy services, retail sales analysis via Nielsen BookScan and consumer research through its Books and Consumer Survey.


Nielsen Book employs 100 staff in the UK. The company is wholly owned by Nielsen. For more information, please visit: [www.nielsenbook.co.uk](http://www.nielsenbook.co.uk)

**About Nielsen**
Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com)