

Program for ICYB 2014

Riga, Latvia



**International Congress
of Young Booksellers**

Permanent connection! - European Capital of Culture. Everything is connected. Everyone gets connected.

Sunday, May 11th, 2014 – Welcome!

Monday, May 12th, 2014 – Everything is connected!

- ***Closer look at the host country***

Publishers > customers connection

Latvian *Books In Print* connects publishers and their customers by providing accurate and up-to-date data about every book available for sale and including all the information that bookshops and libraries need to make purchase decisions and obtain their books. By helping customers find the books that they are looking for, BiP encourages backlist sales as well as helps booksellers to make decisions about which books to stock.

Creators > Users connection

LPA serves as the lobby for sustainability of reading process, keeper of the best practices for traditional book-chain and stimulator of modernization.

International connection

Latvian Literature Centre is a society established to ensure international recognition of and access to Latvian fiction, poetry, plays and children's literature.

Past > Future connection

The aim of the Latvian National Digital Library is to ensure digitizing collections of the NLL and partner organizations, by making them accessible on the Internet. At present the Digital Library holds digitized collections of newspapers, pictures, maps, books, sheet music and audio recordings.

- ***Country reports (know-how connection)***

Tuesday, May 13th, 2014 – Everyone gets connected!

Some connection samples Latvian way:

Start-up connection - a unique environment where technology startups can start up faster. Nurtured international network of like-minded and focused tech entrepreneurs, that provides places where they can work, meet, collaborate, network, learn and have fun. By getting the right people together in a physical space, good things happen.

E-commerce connection - aspires to create a world in which everyone does what they love

Digital Marketing connection- examples from several most innovative and professional small and medium size digital marketing enterprises in Latvia, which are working with clients from Europe, USA and Asian countries.

Mobile connection – new way to manage customer loyalty.

Training connection

Group work - creation of business around bookstores (marketing, sales, e-commerce, multimedia, home page, social campaign, technology, training etc.)

Wednesday, May 14th, 2014 – Be Mobile! Bookstores tour

Bookstores tour itinerary to be confirmed

New National Library building

Free time

Closing banquet

Thursday, May 15th, 2014 - Latvia!

Latvia tours

Friday, May 16th, 2014 - European Capital of Culture!

Riga tours

Throughout 2014, our European Capital of Culture year, Rīga residents and visitors will enjoy an abundant, diverse and high-quality cultural program: specially developed exhibitions, unique activities and events in different Rīga locations. They will be a celebration for the whole city! We will be more than pleased to provide you with more detailed program for the weekend after ICYB 2014.

Saturday, May 17th, 2014 – Farewell!