

YALC Working Group: for consideration

YALC is the UK's Young Adult Literature Convention - a celebration of the very best young adult books and authors and takes place each year as part of the London Film and Comic Con.

The first YALC took place at LFCC in 2014 as Malorie Blackman's major project as Waterstones Children's Laureate 2013-2015. In 2018, YALC will return to celebrate its fifth birthday, bringing together even more fantastic authors, publishers and readers for three packed days of YA events, writing workshops, book signings, book-themed activities and more!

We are looking for members of the publishing world to join the working group and help develop the event in to 2018 and the future.

The working group position is something that is live year-round, but most active from January-July. An outline below details approximately what this responsibility entails but largely it is to work together to deliver a fantastic event. This will involve consultation with programming the schedule, helping with general promotional marketing and branding ideas and being the main touchpoint from a publishing perspective for YALC.

Ideally during the event weekend you will also be able to help out with YALC activities as well as your own publishing stand/authors, but this is flexible and the crew are also on hand.

The working group is a unit that works as one to help make YALC one of the best events of its kind in the UK.

Responsibilities

1. Attending working group meetings approximately every six to eight weeks year-round (each meeting lasts approx. 1.5-2 hours, these are regularly in place from January-July)
2. Attend a larger programming meeting once a year (approx. 3 hours, January/February)
3. Hosting – where possible – YALC meetings on rotation
4. Regular email updates with the rest of the working group year-round
5. Offer informal guidance on venue layout (final venue decisions lie with Showmasters)
6. Advise on YALC regards:
 - a. Programming advice – including ideas on headliners/authors, chairs, panel themes, workshop themes, timings, structure
 - b. Other publisher liaison queries
 - c. Marketing/promotional materials suggestions
 - d. YALC branding
 - e. PR approach
 - f. Announcements – press release comments, advising on Twitter copy
 - g. Stock quantities for the weekend
7. On the weekend you will ideally attend Thurs-Sun and help with set up and get out as well as being on hand to help with queries/author care over the weekend
8. Report back to / liaise with the PA on pertinent YALC updates/issues
9. Attend a debrief meeting after the event

Role guidelines (for publishers)

1. Should have at least 2-3 years of industry experience
2. Should be in a Communications role (marketing or publicity)
3. Should be passionate about young adult books and have knowledge in that area of the industry
4. Should enjoy teamwork!