

Programme

The Value of Literary Festivals

19 March 2021

2.00 - 2.05 pm

Welcome and introduction: Dr **Giulia Rossetti** and **Angus Phillips**

2.05 - 2.45 pm

Session 1: Literary Festivals before Covid

Chair: **Angus Phillips** (Oxford International Centre for Publishing)

Speakers:

- Dr **Guido Guerzoni** (Bocconi University, Italy): *The economic value of literary festivals in Italy*
- Dr **Giulia Rossetti** (Oxford Brookes Business School): *The cultural value of literary festivals, an analysis of Irish and Italian festivals*

Q&A

2.45 - 2.50 pm

Coffee break

2.50 - 3.30 pm

Session 2: Literary Festivals during Covid

Chair: Dr **Nicole Ferdinand** (Oxford School of Hospitality Management)

1. Dr **Bernadette Quinn** (Technological University Dublin, Ireland): *Literary festivals and the pandemic: creative responses, threats and opportunities.*
2. Dr **Miriam Johnson** (Oxford International Centre for Publishing): *Literary festivals, social media, and the move to digital*

Q&A

3.30 - 3.45 pm

Break and Networking Cafe

3.45 - 4.30 pm

Session 3: Industry Panel - *The future of literary festivals and the publishing industry*

Chair: **Sarah Franklin** (Oxford International Centre for Publishing)

Practitioners from different literary festivals will discuss the future of literary festivals and the publishing sector, including challenges and tips on how to survive the pandemic.

1. **The Dublin Book Festival** (Ireland - Julianne Mooney)
2. **Pordenonelegge** (Italy - Michela Zin)
3. **Oxford literary Festival** (England - Sally Dunsmore)
4. **Listowel Writers Week** (Ireland - Catherine Moylan)

4.30 - 4.35 pm

Concluding remarks

Dr **Giulia Rossetti** and **Angus Phillips**