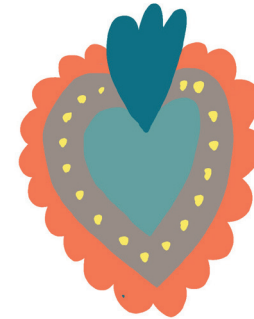




# 1. ABOUT THE FAIR GUADALAJARA, MEXICO.

*The most outstanding meeting of the Spanish-language publishing world  
The Guadalajara International Book Fair is the most important publishing meeting in Latin America and an extraordinary cultural festival.*

Founded 37 years ago by the University of Guadalajara, it is a fair for professionals where the public is welcome, which distinguishes it from the rest of the main fairs held in the world. Without neglecting its vocation as a business meeting, the FIL was conceived as a cultural festival in which literature is the backbone, with a program in which authors from all continents and different languages participate, as well as a space for academic discussion of the great issues that cross our current times.



During the nine days of the Fair, the public listens to their favorite authors, the book industry turns Guadalajara into its heart, and the city is filled with music, art, cinema and theater from the Guest of Honor country or region; which this year is the European Union.

## 2. PLANNING BEFORE THE FAIR



Once it was known that EIF was going to be invited to the fair we entered busy autumn and it would have been great to meet online once a month before the fair when possible. Short meetings to have everyone on the same page. In EIF, we are all from different countries with different ways of organizing. And we have been involved in the EIF different lengths. I think things that may be implicit in one country is foreign in another. Shoutout to Eli that has been working hard and persistent in conversation with the fair and making it possible for us to represent EIF at FIL.

### WHAT WENT WELL?

- great efforts and works by Eli to make this all happen!
- clear message from Derek on what the talk should include
- all info about where to stay, transport to and from airport and the talks programme was all given in time
- The FIL was very welcoming and everybody was very friendly, supportive.

### WHAT COULD BE DONE BETTER?

- research potential travel cost from all over Europe to the location  
( so if a Swede is going to Bologna, the tickets are more expensive than if you go from France or Italy)
- all participants should share what their knowledge is to potentially be involved in more talks or workshops in future events.

- to have the letter of invitation as early as possible for participants to apply for travel grants where possible.
- to know the turnaround for reimbursement from economy department after purchasing tickets for financial planning
- Planning as much as possible in advance and discussing among ourselves what kind of program flow we, as a team, will follow in the fair we attend.
- It would be better for the relevant working team to create the budget items before the fair or an event, and to decide what the final budget will be after the net total budget is drawn.

### 3. THE PREPARATION AT THE FAIR

We spent time together at the fair in the business area on table 43 to stitch the presentation together. Cecilie presented EIF mission, Nurgul presented key-results from the survey, Kike presented campaigns like Price it right, Eli presented why it is important to stand together, create community and be one voice. Each of us made our presentations in advance and then we stitched in together in indesign. Using mostly images that supported what we talked about.

#### WHAT WENT WELL?

- in general good, fruitful and eager collaboration
- good efforts in making presentation shorter, to fit 10 minutes
- Eli had the last slot, she had prepared a flexible talk that could be shortened if needed, and she had prepared variations to round off the presentation and add on if we missed something.

#### WHAT COULD BE DONE BETTER?

- to meet online before the event to agree on how many pictures each speaker would have to show
- to have the presentation ready before the event
- dedicated time at event to rehearse through presentation together





## 4. THE TALK/ PRESENTATION

We presented the EIF at the fair. Cecilie presented the EIF mission, Nurgul presented key findings from the survey, Kike presented campaigns and Eli talked about the importance of working across borders, learning from each other and sharing best practice.

### WHAT WENT WELL?

- we all kept our time slots within 1 minute leeway
- the live translators was great, the audience could hear in real time
- eager audience, smart questions, good conversations
- the feedback confirm that the knowledge and mission of EIF is needed!
- Although there were two different languages, a short duration and 4 different speakers, we had the chance to make a single presentation consisting of 4 modules in harmony as a team. It was quite successful.

### WHAT COULD BE DONE BETTER?

- to have more time for discussions or workshop after the talk
- to have more time to present each slot in depth
- to have a pre-designed hand-out for similar future events (for this event we decided not to spend time and money for a handout, we had visible website during the Q&A)



## 5. EXPERIENCE NETWORKING

All of us walked miles around the fair and we met many people. Talking individually and presenting EIF on a conversational level. All of us shared why it is important to create a community, to create associations, to join forces and to have one voice and to help illustrators build a flourishing business.

Note: it was amazing to experience the young crowd on the first day of the Comics Fair. Comics is huge! And it is overwhelming to see the power of comics illustration to an audience of the world.

### WHAT WENT WELL?

- it was time dedicated to visit stands, panel discussions and book presentations
- FILustra invite to illustrators dinner was great, intimate and good for networking

### WHAT COULD BE DONE BETTER?

- the FIL website is not great so it is hard to find program in advance
- always better to plan seminar and talks to attend during the fair in advance to get the most out of the days
- The program newsletter of the FIL was in only Spanish,



would have been better to have two languages (Spanish and English)

For some reason the FIL website is not working in some territories. Should be fixed.

It would have been nice to have proper meeting with the Mexican Illustrators Association founders and coordinators.

## 6. FUTURE FAIRS & ARENAS



We discussed arenas where we can be visible in the future:

### **At the fair:**

To do a presentation is great. We believe EIF member sit on more valuable knowledge and when we are visiting fairs or other venues in the future we should have more opportunities to expand and to share what EIF is doing for illustrators like:

### **Talks, workshops, masterclasses, discussions on:**

- knowledge about how to run an illustration business
- knowledge on rights
- knowledge on how to calculate prices
- meeting places for network and community
- knowledge that address the top issues illustrators meet ref. survey

That all meets the mission of the EIF and what they work towards across borders.

Once an EIF representative and its member countries are present at an event they can contribute with an amount of knowledge sharing.

### **TO DISCUSS:**

- at what arenas should EIF be present?

The book fairs are arenas where many people in the industry meet, but maybe also look at Illustration Fairs and Festivals, Design Fairs and Festivals with a speakers program like the OFFF, Pictoplasma in Berlin, Comics Fairs and the biggest design and illustration festivals that has talks and seminars.

Fundraising for Global Fairs/Festivals: I propose bringing together members from different countries to jointly submit a project to the EU. Given our affiliation with various national societies, we are well-positioned to present a project proposal to the EU. This financial assistance would cover our travel and accommodation expenses incurred during our participation in festivals and fairs. The EU funds offer programs that support collaborative learning, experience sharing, and knowledge exchange, aligning with our objectives.



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