



an international network of Quaker booksellers, authors & publishers concerned with the ministry of the written word

Save the Date for this Panel during our QUIP Fall 2024 Program!

5 October 2024

11am Eastern US time/4pm UK time – on Zoom

11am/4pm to 12:30pm/5:30pm – Using Online Platforms and Social Media to Promote Quaker Books

Join us for a stimulating panel discussion with published authors who will share their experiences to date in using social media and other online platforms to promote Quaker and other spiritual books.

Stephen Cox, Sarah Hoggatt, Paul Jeorrott, and Sally Nicholls will tell us about the benefits and pitfalls of various book marketing channels. These will include the use of authors' own websites, blogging, podcasting, and social media including Facebook, Instagram, LinkedIn, TikTok and X/Twitter.

After hearing from all four speakers, we will have plenty of time for questions and to hear from audience members regarding their own experiences.

The Zoom Link will be posted at quakerquip.com on the day before the event.



More about our panel:

Stephen Cox is an experienced communications consultant and writer. A British Quaker since 1995, and a novelist since 2012. Finding connections between these. His books are *Our Child of the Stars* and *Our Child of Two Worlds*. More on

www.stephencox.co.uk

Sarah Katreen Hoggatt has been writing for over twenty-five years and is the author of several books and numerous articles. She is a writer, spiritual director, international speaker, and book designer with a passion for ministering to fellow souls. To learn more about Sarah, her books, and her company, go to:

www.sarahkatreenhoggatt.com

Sally Nicholls is a member of Liverpool Quaker Meeting and the author of twenty-four books for children and young adults. Her work has been shortlisted for (and won) many national awards in Britain, including the Waterstones Children's Book Prize, the Costa Book Award, and the Carnegie Medal.

www.sallynicholls.com

Paul Jeorrett is a member of North Wales Area Quaker Meeting in the UK. Although not strictly an author, he has spent his life around books and authors. During his professional career he was an academic librarian and is now the presenter and producer of a book podcast called *Bookylicious*. He is also the Deputy Festival Director of Wrexham Carnival of Words, a literary festival that has been running for ten years in North East Wales. See *Bookylicious – Not just another book podcast*

www.bookylicious.com