



PRESS RELEASE

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Tender process announced for the Booker Prizes' PR, marketing and events to complement new in-house team

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Friday August 5, 2022: The Booker Prize Foundation (BPF) is starting a tender process for the 2023 PR, events, marketing and brand management contract for the Booker Prize, International Booker Prize, and BPF's wider portfolio. The move comes during a transformational period in the charity's development and for the first time since its creation in 2002.

To date, the majority of the day-to-day operations of BPF, whose purpose is to promote the art and value of literature for the public benefit, have been undertaken by the independent agency Four Culture. Four Culture has handled a wide range of activity including the prize submission processes, PR, brand management, marketing and digital delivery, event management, sponsor management, book trade liaison, judging panel liaison, crisis communications and senior level consultancy.

Since 2021, the Booker Prize Foundation has been re-structuring how it operates. It has been working with consultant Jen Topping on defining and implementing a new digital strategy and it is now building an in-house team to increase the reach and impact of its work. BPF is delighted to announce two new appointments designed to support its growth: Paul Davies, Head of Editorial, who joined in June and Hannah Davies, Director of Prize Management & Special Projects, who started this month. Both report to Gaby Wood, Director of the Booker Prize Foundation.

Paul Davies, an experienced newspaper and magazine editor, has been recruited to enhance the Booker Prizes' editorial content, with a portfolio of long reads, interviews, reading lists and explainers to encourage readers to find new ways to engage not only with the books celebrated in the current prize season, but also with the hundreds of titles in the [Booker Library](#) (all the books that have been longlisted for both prizes). He will also oversee the

Booker's social media, video and newsletter activity, building a digital community around the prizes.

Hannah Davies, a prizes and communications specialist, has been hired to engage in all aspects of BPF's work, focusing on the management of the two prizes, its communications, its relationships with stakeholders and external suppliers, and scoping any new projects.

Two new digital roles - content editor and social media manager - are currently being recruited (job adverts [here](#)). Other appointments to underpin BPF's administration and outreach will follow. Fiammetta Rocco remains the Administrator of the International Booker Prize.

BPF is taking this opportunity to assess how best to manage and promote its future activities and has engaged Counterculture Partnership to assist with the tendering process. It is seeking to appoint a single supplier, or a number of suppliers, to provide year-round public relations services, events management, stakeholder management, and marketing and brand management from December 2022. Interested suppliers should complete the Request for Information (RFI) by 5pm, Friday August 26 2022.

Gaby Wood, Director of the Booker Prize Foundation, says:

'The team at Four Culture has done sterling work over a long period when the Booker Prize Foundation had no in-house executive staff. As we look to the future we are strengthening the charity from within in order to fulfil ambitious aims.'

'Our future strategy is composed of three 'pillars': first and central, to preserve the integrity and renown of the Booker Prizes; second, to produce editorial content that will bring readers together and enhance their experience of contemporary literature; third, to support readers and writers of the future.'

'Hannah Davies and Paul Davies (no relation, and both exceptional in their fields) have been hired to oversee the first two of these elements, and the overarching plan has been developed with the support of the multi-talented consultant Jen Topping.'

'As we start this tender process, we look forward to the next stage in the Booker Prize Foundation's life.'

The Booker Prizes have a unique place in the literary sphere, enjoying an enviable reputation as a cultural institution that is highly respected, much loved and hotly debated throughout the world. Over the past 50 years, more than 500 extraordinary books have been brought to the attention of the public, influencing reading tastes and transforming culture in Britain and beyond, along with the careers of hundreds of authors from around the world. [The Booker Prize 2022 longlist](#) of 13 books, offering 'story, fable and parable, fantasy, mystery, meditation and thriller', according to Chair of judges Neil MacGregor, was announced last month.

Other aspects of the Foundation's work - which is driven by a simple belief that great fiction not only brings joy to millions, it has the power to change the way we think about the world we live in - include reading initiatives in prisons, writers' visits to universities, the distribution of books to disadvantaged readers and the funding of Braille and audio editions of Booker Prize books through the RNIB. The UEA Booker Prize Foundation Scholarship is awarded annually to a candidate for the Creative Writing MA at the University of East Anglia. Many past scholars have since met with acclaim as published authors.

For more information and to receive the RFI, interested suppliers should email: tender@bookerprizefoundation.org

ENDS

For media enquiries on the tender please contact:

Hannah Davies, Booker Prize Foundation

Hannah@bookerprizefoundation.org

For all enquiries about the RFI, please contact:

tender@bookerprizefoundation.org

Notes to Editors

- The Booker Prize - awarded annually in the autumn - is the leading literary award in the English speaking world. It was first awarded in 1969 and has brought recognition, reward and readership to outstanding fiction for over five decades. It was called the Man Booker Prize for Fiction when sponsored by Man Group from 2002-2018. Each year, the prize is awarded to what is, in the opinion of the judges, the best sustained work of fiction written in English and published in the UK and Ireland, irrespective of the nationality or citizenship of the author. The winner receives £50,000 as well as the £2,500 awarded to each of the six shortlisted authors. Both the winner and the shortlisted authors are guaranteed a global readership and can expect a dramatic increase in book sales. The 2022 longlist was announced on 26 July, the shortlist will be announced on 6 September and the winner on 17 October.

The 2021 winner was Damon Galgut with *The Promise*. The morning after the announcement, the book was number one on Amazon's bestseller chart. Two weeks after the win, Chatto & Windus announced that it had reprinted 153,000 copies of *The Promise*, having sold 23,878 copies in hardback, 14,622 of which sold in the two weeks following the news - a 1,925% jump in volume compared with the previous two weeks. Rights to *The Promise* have now been sold in 35 territories and it has been a bestseller in Germany and Greece.

The influence of the prize extends far beyond the initial months after a win. *Girl, Woman, Other*, by Bernardine Evaristo co-winner of the 2019 Booker Prize, was the 7th most popular title borrowed from UK public libraries for the 2020/21 Public Lending Right year.

- The International Booker Prize - awarded annually in spring - is for the best single work of fiction translated into English and published in the UK. It was known until 2019 as the Man Booker International Prize when sponsored by Man Group. The £50,000 prize is divided equally between the author and the translator. From 2022, each shortlisted author and translator receives £2,500. The announcement of the 2022 winner, *Tomb of Sand*, written by Geetanjali Shree and translated

by Daisy Rockwell, was met with both public and critical acclaim. The novel made history as the first book originally written in any Indian language to win the prize. The book's publisher, Tilted Axis, ordered a 15,000 re-print the day after the winner announcement, and HarperVia acquired the rights in the US. Sales saw a 877% jump week on week in volume.

- The recently relaunched website, thebookerprizes.com - supported by Twitter, Facebook, Instagram and TikTok accounts, as well as a YouTube channel - is a unique online space which showcases the 500+ exceptional books that have won, or been longlisted or shortlisted for, the Booker Prize and International Booker Prize. The site aims to be an entertaining and illuminating content destination that combines both practical information about the prizes past and present with fresh and original features to bring the books and their authors to life, encouraging readers new and old to visit and revisit titles in the 'Booker Library'. The Booker Prize Foundation is driven by a simple belief - great fiction not only brings joy to millions, it has the power to change the way we think about the world we live in.
- The Director of the Booker Prize Foundation is Gaby Wood. The Administrator of The International Booker Prize is Fiammetta Rocco - senior editor and culture correspondent, *The Economist*.
- The Booker Prize Foundation is a registered charity (no 1090049) established in 2002. It is responsible for awarding the Booker Prize for Fiction and the International Booker Prize. As an organisation, it exists to inspire people to read the world's best fiction. The trustees of the Booker Prize Foundation are: Mark Damazer (chair) - freelance journalist and former broadcast executive; Tony Damer (treasurer) - member of the Institute of Chartered Accountants; Nick Barley - director, Edinburgh International Book Festival; Carol Lake - President of the JPMorgan Chase Foundation; Ben Okri - poet and author; MT Rainey - strategist, agency founder and social entrepreneur; Professor Dame Louise Richardson - vice chancellor of the University of Oxford; Nicki Sheard - chief marketing officer, BBC Studios; The Rt Hon. Lord David Willetts - writer, ex-minister and advocate of fairness between the generations.
- The Booker Prize Foundation Advisory Committee, which advises on any changes to the rules and on the selection of the judges, represents all aspects of the book world. Its members are: Nic Bottomley - co-founder, Mr B's Emporium of Reading Delights; Jamie Byng - publisher, Canongate Books; James Daunt - managing director of Waterstones; Jonathan Douglas CBE - director of the National Literacy Trust; Adam Freudenheim - publisher, Pushkin Press; Daniel Hahn OBE - writer and translator; Sharmaine Lovegrove - publisher, Dialogue Books; Emma Paterson - agent, Aitken Alexander Associates; Fiammetta Rocco - senior editor and culture correspondent, *The Economist* and The International Booker Prize Administrator; Eve Smith - Secretary, Booker Prize Foundation; Boyd Tonkin - writer and critic; Helen Williams - Legal Counsel of Booker Group plc. It is chaired by Gaby Wood - Director, Booker Prize Foundation.
- Crankstart, a charitable foundation, is the exclusive funder of the Booker Prize and the International Booker Prize.
- Four Culture handles PR, comms and event management for the prizes and provides all events and administrative back-up.
- Booker Group is the UK's leading food & drink wholesaler with branches nationwide and a delivery network. It serves over 400,000 catering customers and 100,000 independent retailers.
- The Booker Prize Foundation has a longstanding partnership with RNIB (Royal National Institute of Blind People). The Foundation funds the production of The Booker Prize for Fiction shortlisted titles in braille and audio, which the RNIB produces by the date the winner is announced. It also

funds the production of the winner of the International Booker Prize in these formats. The accessible versions are then made available to the tens of thousands of blind and partially sighted members of the RNIB Library. People with sight loss have a limited choice of books in accessible formats and often have to wait much longer than their sighted peers for titles to be made available to them - and there are many more books that they will never have the chance to read. The Foundation is working with RNIB to change this story. For further information contact the RNIB PR Team on 020 7391 2223 or pressoffice@rnib.org.uk

- The Booker Prize Foundation has partnered with the National Literacy Trust since 2012 to deliver Books Unlocked. The Foundation funds the programme, which has transformed the lives of prisoners and young offenders in the UK by helping them develop a love of reading. Prisoners are able to engage with high-quality writing as copies of The Booker Prize for Fiction and International Booker Prize shortlisted titles are sent out to prison reading groups. These same titles are also serialised as audiobooks on National Prison Radio, which is broadcast into c.80,000 cells, enabling still more prisoners to experience these exceptional stories. Authors go into prisons to discuss their writing directly with reading groups and many also record interviews on National Prison Radio. The shared vision for Books Unlocked is to bring about positive change in prisoners' life chances. Since 1993, the National Literacy Trust has led the campaign to transform the future of the UK's most disadvantaged young people by improving their literacy levels: literacytrust.org.uk/programmes/books-unlocked/
- The Booker Prize Archive was given on loan in 2003 to Oxford Brookes University, where it now resides.

Booker Prize Foundation
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