



The Nehru Centre
London



Programme

14th to 19th October

www.aimlitfestival.com

life
experiences
& the stories in between



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



AIM LITERARY FESTIVAL 2024

The AIM Literary Festival is an initiative by Author In Me, an award-winning small press based in High Wycombe, funded by Arts Council England. This year's theme ***Life, Experiences and Stories in Between***, will be explored through a dynamic series of events across **London, Buckinghamshire, and Brent**. Our pre-inaugural event on **August 6th** at the Nehru Centre in London was a huge success.

Scheduled from **October 14th to 19th, 2024**, this year's festival promises an extraordinary gathering of **authors, poets, publishing experts, and literary** enthusiasts celebrating **literature, creativity, and cultural** exchange.

OUR MISSION:

Our mission is to **amplify** unheard voices, foster a passion for reading and writing, and celebrate the **diversity** that enriches storytelling and literature.

WHAT'S ON

- **Author Panels and Talks:** Engage with published authors and industry experts.
- **Masterclasses:** Obtain insider knowledge and skills tailored for aspiring writers.
- **Live Critiquing Sessions:** Gain valuable insights and constructive feedback from industry leaders and professionals.
- **Creative Writing Workshops:** Hone your writing skills in hands-on sessions.
- **Children's Activities:** Creative fun workshops, book readings and meet greet your favourite authors at the Roald Dahl Museum.
- **Diverse Voices:** Experience narratives from diverse cultures celebrating our collective experiences.



AIM LITERARY FESTIVAL PRE INAUGURAL 2024 - CONDUCTED SUCCESSFULLY ON 6TH AUGUST 2024

The AIM Literary Festival curtain raiser was conducted in collaboration with South Asian Heritage Month at the NEHRU CENTRE, the cultural wing of the High Commission of India. The programme included a panel discussion, author talks, poetry recitals, folklore and dance adaptations. Attended by 130 people, the two hour programme gave a glimpse of the series of engaging activities planned for the main event from **14th October - 19th October**.

“ It is indeed a challenge to support young authors, especially South Asian authors, but Author In Me has made an incredible impact, and I am sure it will go a long way.”
-Arunima Kumar, award winning dancer





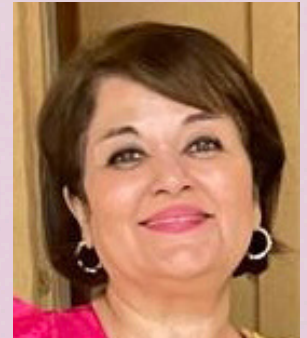
DAY 1

14TH OCTOBER, 6:00 PM - 9:00 PM

INAUGURAL GALA EVENING

The Library, La Médiathèque,
The Institut français,
17 Queensberry Place,
London, SW7 2DT

Keynote address by award-winning
author, playwright, historian, Lady
Kishwar Desai



- 6:00 pm: 6:30 pm** - Welcome drinks and Special Performance
Address by the founders of the AIM Literary Festival, **Ekta Bajaj and Monica Sood**.
- 6:30 pm - 7:00 pm** - Keynote address by **Lady Kishwar Desai**
- 7:00 pm - 7:30 pm** - Q&A with **Noel Murphy**, commercial director, Granta Publishing. Moderated by **Anila Dhami**.
- 7:30 pm - 8:00 pm** - Book Launch of picture book, **When Mummy Had Cancer**, written by debut author and cancer survivor, **Priyanka Pandya** and illustrated by **Debasmita Dasgupta**. Editorial guidance by **Alan Durant**. Talk moderated by award-winning presenter, **Anila Dhami**.
- 8:00pm - 9:00 pm** - Book signing and networking



[Buy tickets](#)



DAY 2

15TH OCTOBER, 10:00 AM - 5:00 PM

KNOWLEDGE EXCHANGE DAY

The British Library, 96 Euston Rd., London NW1 2DB

10:00 am - 10:20 pm - Welcome address by the founders of the AIM Literary Festival, **Ekta Bajaj and Monica Sood**.

10:20 am - 10:40 am - Freestyle interactive writing

10:45 am - 11:15 am - Panel discussion: **'Judge a book by its cover'**.

11:20 am - 11:45 pm - Book Launch of fiction book, **Catalyst**, written by debut author, **Stephen C. Lawley**

12:00 pm - 12:45 pm - Masterclass on public speaking with award-winning author, **Anila Dhami**.

12:45 pm - 1:00 pm - Book signing and networking

2:00 pm - 2:20 pm - Welcome address by the founders of the AIM Literary Festival, **Ekta Bajaj and Monica Sood**.

2:20 pm - 3:00 pm - Panel discussion on **Page to Screen** with **Ashanti Omkar**, broadcaster, host and BAFTA jury, and **Sonia Bahl**, author and screenwriter. Moderated by **Loveena Tandon**.

3:00 pm - 3:30 pm - Panel discussion- **Refining Without Redefining: Keeping Stories Authentic in Edits** with editor **Kitty Walker** and author **Ekta Bajaj** Conversation moderated by **Sarah Jane Rose**

3:30 pm - 4:00 pm - Book Launch of non-fiction book, **Where the F**k do I go from here**, written by life coach, **Bhavya Arora**. Moderated by **Loveena Tandon**.

4:00 pm - 4:45 pm - Masterclass on Book marketing with **Nidhi Sahani**, founder of Popcorn Pixel

4:45 pm - 5:00 pm - Book signing and networking



DAY 3

16TH OCTOBER,

5:00 PM - 8:00 PM

STORYGARDEN

THE HEARTH

16 Lonsdale Road, Queen's Park
London, NW6 6RD

WRITERS' CONNECT: NETWORKING & INSIGHTS IN A RELAXED SETTING

StoryGarden- Showcasing Books by Diverse Authors

Editorial critiquing with Literary agents

“Visual Stories: Live Critique” By Debasmita Dasgupta, award-winning, children’s book illustrator, graphic novelist

Inspired Talks by screenwriters and authors

Network with Bookstagrammers and Book reviewers

Book Marketing and Book PR

Happy Tree Book Club

Book Exchange



DAY 5
19TH OCTOBER,
11:00 AM - 3:00 PM

YOUNG VOICES

AIM LITERARY FESTIVAL
YOUNG VOICES
ROALD DAHL MUSEUM

Host of **FREE** workshops

The Quill Soup Adventure with Alan Durant

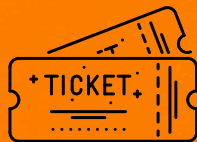
“My Zine, My Story” — Creating Graphic Stories with Debasmita Dasgupta

Celebrating You: Beyond the Colour of My Skin with Divya Thomas

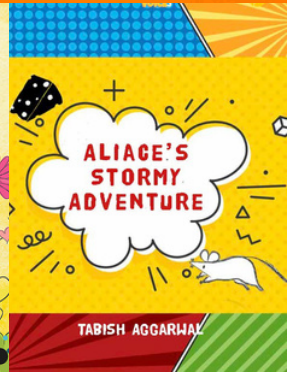
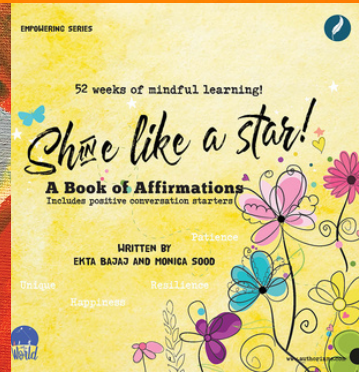
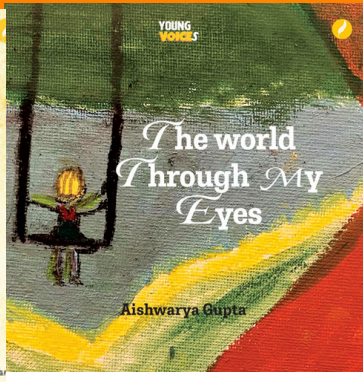
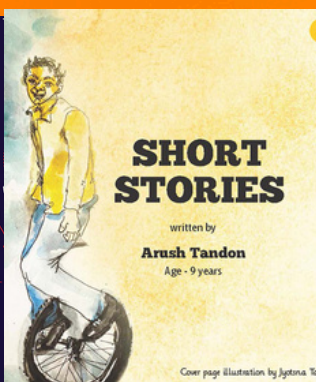
Get crafty! Make your own personalised book

Listen to live music

Be inspired with talks



Buy Tickets





Dr Pushpinder Chowdhry
Director, UK Asian Film Festival



Loveena Tandon
Award-winning Broadcast Journalist



Vani Tripathi Tikoo
Board member CBFC, Theatre Activist,
Author, Author



Alan Durant
Award-winning children's author



Anila Dhani
Multi Award Winning
Presenter & Reporter

Our Esteemed Advisory Board



CONTACT INFORMATION

Author In Me Ltd
www.authorinme.com
www.aimlitfestival.com
01494 265002

Marketing and Collaborations:
Nidhi Sahani (Popcorn Pixel) : info@authorinme.com

Sarah J Rose : events@authorinme.com

Curators

Ekta Bajaj: 07782189901
ekta@authorinme.com

Monica Sood: 07912747555
monica@authorinme.com