

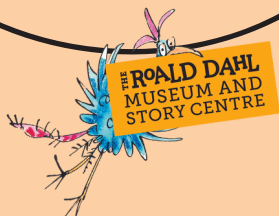


PROGRAMME

1ST OCTOBER - 5TH OCTOBER



Brent



LIBRARY
HSILIRB





AIM Literary Festival is the UK's fastest-growing platform for global and diverse voices, with a distinct focus on South Asian narratives.

Powered by Author In Me and established as an independent Community Interest Company (CIC), the festival champions purpose-led storytelling, amplifies underrepresented voices, and creates space for bold, authentic dialogue.

As the largest and fastest-growing network of global creatives and storytellers, AIM Literary Festival brings together authors, diplomats, artists, and change makers for a vibrant celebration of culture, identity, and imagination.

This year's speakers include Jassa Ahluwalia, Amish Tripathi, Sunny Singh, Anita Rani, Daunt Books, Candid Book Club, Asma Khan, and Rik Ubhi, each bringing powerful perspectives shaped by lived experience and creative courage.

Signature platforms such as AIM Inspire Talks, AIM Podcast, AIM Rendezvous Author Talks, and AIM Publishing Insights provide immersive spaces for storytelling, industry exchange, and community building. At AIM Literary Festival, stories become bridges between people, between ideas, and between the choices that define us.

More than a festival, it's a movement redefining who gets to tell the story.



**AIM LITERARY FESTIVAL 2025 THEME:
CHALLENGE YOUR CHOICES
EVERY STORY BEGINS WITH A CHOICE.**

A word spoken or left unsaid. A path taken or refused. A truth confronted or buried.

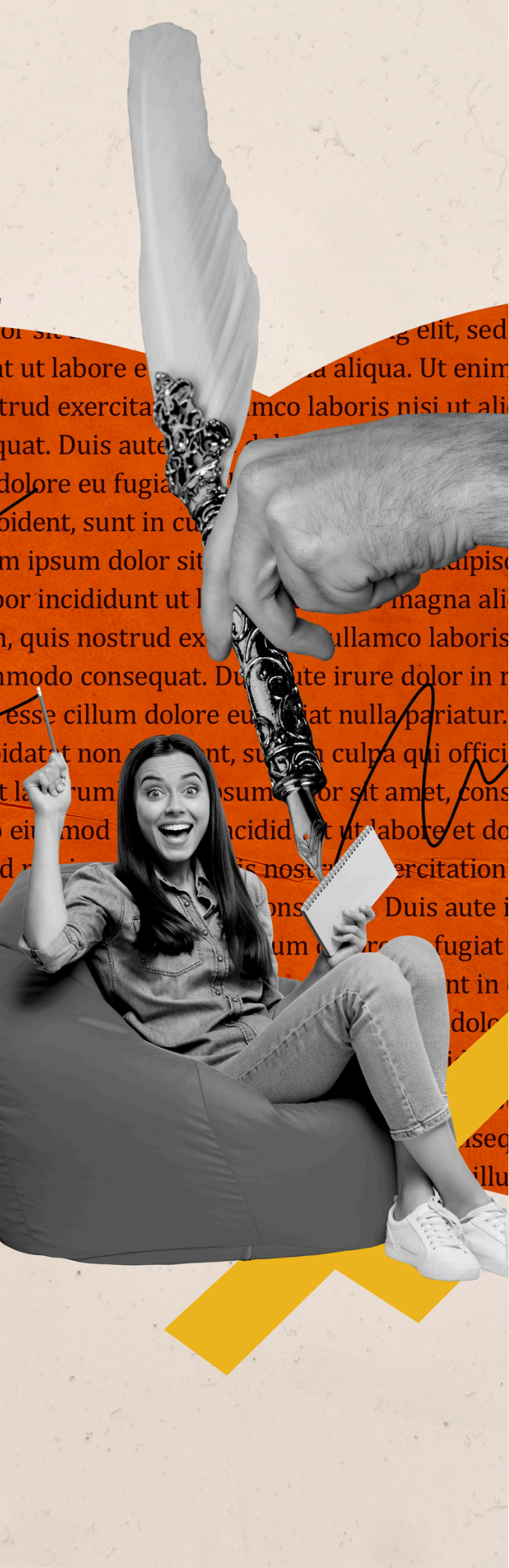
In 2025, AIM Literary Festival invites readers, writers, and changemakers to explore the power and consequence of decision-making through its bold new theme: Challenge Your Choices.

This year, we delve into the turning points that shape lives and legacies — the quiet decisions that ripple across generations, and the brave choices that redefine who we are.

Through fiction and memoir, poetry and performance, we ask: What does it mean to choose? And what happens when we dare to choose differently?

But this theme doesn't speak to writers alone — it calls on readers to challenge their own reading choices. To venture beyond the familiar shelves. To seek out stories that discomfort, expand, and transform. To embrace unfamiliar voices, fresh perspectives, and genres yet unexplored. This is your invitation to write, read, and live with intention.

Challenge the expected. Embrace the unknown. And above all, Challenge Your Choices.



Festival Programme

Day 1: Inaugural Evening – 1st October 2025

Venue: Institut Français, London

Focus: Celebration | Networking | Cultural Exchange

The festival opens with an evening of celebration bringing together authors, diplomats, media, community leaders, and changemakers. The programme includes:

Keynote Addresses by Sunny Singh

Panel Discussions on literature, identity, and global narratives

Book showcases, author talks and poetry readings

Networking reception with cultural performances

Expected Audience: 150+ guests from publishing, arts, and business sectors

Day 2: Knowledge Exchange Day – 2nd October 2025

Venue: Institut Français, London

Focus: Creative Industry Exchange | Collaboration | Empowerment

An intimate, community-driven day designed for authors, poets, book clubs, reviewers, storytellers and influencers.

Expert-led roundtables and industry meet ups

Story circles and cultural storytelling

Talks on publishing trends, book expansion, and marketing

Ideal for emerging writers, creative professionals, authors, poets, booksellers, publishing professionals and book influencers.

Day 3: Book Launches and Literary Café – 3rd October 2025

Venue: Books on the Rise Bookshop, Richmond

Focus: Author Spotlights | Book Signings | Dialogue

A full day of book celebrations featuring:

Back-to-back book launches by debut and established authors

Interactive author Q&A sessions

A cosy literary café setup for readings, poetry recitals, and discussions

Collaboration with local book communities and independent stores

Audience: Readers, book lovers, local literary groups

Day 4: StoryGarden – 4th October 2025 in partnership with the British Library

Venue: The British Library, London, 11am -7pm

Focus: Masterclasses | Thought Leadership | Creative Inspiration

The flagship day of the festival – a full-scale conference-style experience featuring:

Themed Panels on storytelling and identity (**Impact of AI, Diversity in publishing, Books to Screen, Transformative books**)

Masterclass in Book PR with **Midas PR**

Masterclass in public speaking with **Anila Dhami**

1-2-1 book pitching sessions with literary agent, Kerry Ann

Curated conversation with authors and professionals

Social Media Room with **live podcasting**.

Expected Audience: 500+ guests including media, corporates, writers, and educators

Day 5: AIM Literary Festival for Children – 5th October 2025 in partnership with the Roald Dahl Museum

Venue: Roald Dahl Museum

Focus: Family Engagement | Young Voices | Creativity



YOUNG VOICES

A magical, family-focused day curated to inspire young minds:

Inspire Talks by child authors and young creators

Live performances and dramatic readings

Creative workshops in writing and illustration

Interactive storytelling tents, activity zones, and book signings

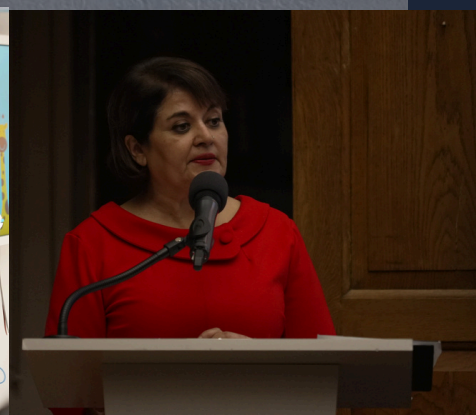
Expected Audience: 500 children, parents, teachers, and youth writers





AIM Inspiretalks

AIM Inspire Talks is a TEDx style powerful platform within the AIM Literary Festival that brings together bold voices from around the world to share stories that spark change, challenge norms, and celebrate identity. From authors and activists to business leaders and creative pioneers, each speaker offers a unique perspective rooted in lived experience and purpose. These short, impactful talks are designed to ignite conversation, amplify underrepresented voices, and blur the boundaries between art, culture, and leadership. AIM Inspire Talks is where storytelling becomes a catalyst for inspiration, transformation, and connection across communities, industries, and continents.





INSPIRING STORIES THAT MOVE

A PLATFORM FOR PURPOSE-LED AUTHENTIC STORIES

The AIM Podcast Series (audio and video) is a dynamic platform that amplifies the voices of visionary brands, businesses, and change makers shaping the future of commerce, culture, and community. Hosted during AIM Literary Festival 2025, the UK's fastest-growing celebration of cultural storytelling, this series brings authentic stories to the forefront, sparking inspiration, connection, and meaningful impact.

Podcast narrative will be aligned with the Festival's 2025 theme, *Challenge Your Choices*: Exploring the moments that shaped who we are and the brands we build.

Sessions



AIM Rendezvous Author Talks is an intimate series of conversations with authors whose words challenge, heal, and inspire. Held in a relaxed, engaging format, these 1:1 sessions offer a rare glimpse into the minds and journeys of storytellers from across the globe. From debut voices to literary icons, each author shares the heart behind their work, what moves them, what shapes their craft, and why their story matters. Designed to spark meaningful dialogue between writers and audiences, AIM Rendezvous celebrates the power of literature to connect us across cultures, generations, and lived experiences—one story, one conversation, one moment at a time.



AIM Publishing Insights is a dedicated space within the AIM Literary Festival that explores the evolving world of publishing through the lens of inclusivity, innovation, and access. From traditional pathways to self-publishing and hybrid models, this segment brings together editors, literary agents, publishers, and debut authors to demystify the industry. Through panels, interviews, and behind-the-scenes conversations, AIM Publishing Insights offers practical guidance and deep reflections on what it means to publish in a changing world. It celebrates diverse narratives, challenges gatekeeping, and empowers emerging voices to understand their rights, find their platforms, and shape the future of storytelling.

Sessions



creative NETWORKING

AIM Creative Networking is a vibrant space at the AIM Literary Festival designed to spark meaningful connections among writers, artists, publishers, educators, and creative professionals. More than just a meet-and-greet, it's a curated experience where collaboration takes centre stage. Through informal gatherings, themed tables, and facilitated exchanges, participants can share ideas, explore partnerships, and discover new opportunities across disciplines and borders. Whether you're an emerging voice or an industry expert, AIM Creative Networking offers a welcoming environment to grow your creative circle, build your community, and find collaborators who share your passion for storytelling, innovation, and cultural transformation.

AIM WORKSHOPS

AIM Workshops are immersive, hands-on sessions designed to ignite creativity, build confidence, and develop skills across all forms of storytelling. From writing and poetry to illustration, performance, podcasting, and publishing, these workshops are led by experienced authors, artists, and industry professionals. Open to all ages and experience levels, AIM Workshops provide a safe, inclusive space to explore your voice, experiment with form, and engage in collaborative learning. Whether you're a young writer finding your spark or a seasoned creative seeking new inspiration, these sessions are where stories are shaped, skills are honed, and creative journeys are set in motion.





Founded by women of South Asian heritage, Author In Me Publishing is a purpose-driven, award winning small press with a growing team that is dedicated to amplifying global voices and sparking meaningful conversations through storytelling. As the force behind the AIM Literary Festival, we champion stories that inspire courage, creativity, and connection, empowering young readers while building a platform where authors, educators, and brands grow together.

AIM Literary festival is a not-for-profit CIC. We believe in making literature and arts accessible to all.



Sarah J Rose – Events Co-ordinator
events@authorinme.com

Founders and Curators

Ekta Bajaj – 07782189901
Monica Sood – 07912747555

Email – info@authorinme.com

www.aimlitfestival.com
www.authorinme.com

