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BookBrunch has today announced the judges for the second Selfies Awards, the prize for the best self-published adult fiction and – for the first time in 2020 – children’s book published in the UK in 2019. Launched by BookBrunch in 2018, the Selfies are sponsored by Ingram’s award-winning self-publishing platform, IngramSpark® and supported by the London Book Fair and Nielsen Book.

The Selfies judges for 2020 are:

Adult fiction judges:

Scott Pack, author and associate editor at Unbound, the crowdfunding publisher.

Robin Cutler, director of IngramSpark

Jo Henry, md of BookBrunch, the daily online newsletter for the book industry

Children’s book judges:

Jill Coleman, Director of Children’s Books at Booktrust, the UK’s largest reading charity that reached nearly 4m children each year with books, resources and support to help develop a love of reading.

Ken Wilkson-Max, children’s author, illustrator and publisher and creator of naturally inclusive books for very young children, Alanna Max.

Meera Ghanshamdas, bookseller and manager at Moon Lane Ink CIC, a social enterprise dedicated to raising equality in children’s books.

The Selfies Awards are judged on the quality of the writing; the production values of the book; an enticing cover and blurb that successfully addresses the target audience; and an effective and creative marketing and publicity strategy that has the potential for great sales. The winner in both categories will receive £1,000 cash and a copy of Scott Pack’s new book *Tips from a Publisher: A Guide to Writing, Editing, Submitting and Publishing Your Book*, while all shortlisted authors will receive free entry to the 2020 London Book Fair and Authors’ HQ, where a series of events aimed at indie authors have been [programmed](#). The winners will be announced in the Authors’ HQ at 5.15 on Tuesday, 10th March 2020, with best-selling author L J Ross.