



## Selling Rights: The Icing on the Cake?

**A one day industry led workshop looking at Subsidiary Rights.**

**Melbourne** 5 November 2009      **Sydney** 12 November 2009  
9 a.m. – 4.45 p.m.

### Who should attend?

Designed as a Refresher and Stretcher, this unique industry opportunity will suit those working with Subsidiary Rights already, and those who want to understand how to achieve the best outcomes for their books. The day will most certainly encourage sharing and learning from each other – no matter what your level of experience.

The sessions will be presented by those who have spent many years Selling Rights and dealing with Export issues. Of note - there will be a session Fresh from Frankfurt to air discussion on the Digital issues. During the day, there will be group activity and discussion and time to ask questions.

### Content for the day: The entire cake: ingredients, methods, slicing it up; sharing it around.

You may not go away with the perfect contract and the last word on royalties, but you most certainly will have covered some territory, in more ways than one. There will be regular opportunities to ask questions and to share experiences.

### The day will include:

- Reading the Recipe; Examining the ingredients: A brief look at the head contract and what it includes: an overview of the bundle of rights and what each right means; The Golden Rules when selling rights - how they're important; how they differ from one another; and how to deal with them.
- Cutting the cake - slice by slice
  - examining domestic and foreign markets; US/UK/English language markets - specifically translation rights and coeditions; serial/extract/broadcast/audio
  - Digesting the Digital: Fresh From Frankfurt - a report from the Frankfurt Book Fair on the digital sessions
  - Other tasty bits to consume: Film, TV, Merchandising and others.

### Presenters:

**Peg McColl** is the Rights and Contracts Manager at Penguin Group (Australia). Peg joined Penguin in 1980, before it had a rights department and, since then has been involved on a day-to-day basis with sales of all subsidiary rights, including film and television, broadcast, drama and performance, and international rights sales, both in English and foreign language markets. Peg regularly attends the Frankfurt, Bologna and London Book Fairs.

**Nerrilee Weir** Nerrilee has worked at Random House Australia for nearly 12 years, and is responsible for selling rights in both the adult and children's lists in all markets outside of Australia and New Zealand. She attends the London, Bologna and Frankfurt book fairs, as well as undertaking sales trips to specific markets including North America and the UK.

**Angela Namoi** Angela is the Rights & International Sales Director at Allen & Unwin. She has been with the company since 1985 when it became independent of its overseas parents. She now focuses particularly on the children's list and regularly attends Frankfurt and Bologna book fairs.

**Anne Beilby** Anne has worked at Text Publishing for over five years and is responsible for selling rights internationally across the Text list in both English language and translation markets. She is also responsible for selling audio, broadcast, film and tv rights, as well as handling all author contracts. Anne regularly attends London and Frankfurt Book Fairs and assists in the Text presence at Bologna Children's Book Fair.

### Catering:

Morning and afternoon refreshments and a light lunch are included in the fee.

### Investment:

\$ 320 APA members; ASA members; Society of Editors members [with proof of membership please].

\$ 400 Non-members

### Venues:

#### Melbourne:

Venue: Seasons Botanic Gardens, 348 St Kilda Road, Melbourne, VIC 3004 Tel: 03 9685 3000

#### Sydney:

Venue: Medina on Crown, 359 Crown Street, Surry Hills, Sydney, NSW 2010 Tel: 02 8302 1000

### Further information:

If you have any questions about the workshop, please contact  
Dee Read, Industry Professional Development Manager at the Australian Publishers Association Tel: 02  
9281 9788

[dee.read@publishers.asn.au](mailto:dee.read@publishers.asn.au)

### To Register:

Fill in the **TAX INVOICE/REGISTRATION FORM** at <http://www.publishers.asn.au/training.cfm>

and fax FAO Dee Read to 02 9281 1073 or email to [dee.read@publishers.asn.au](mailto:dee.read@publishers.asn.au)

Please keep a copy for your accounts department as this form is your tax invoice when paying by  
EFT or credit card.



Details are Subject to Change. Check for updates <http://www.publishers.asn.au/training.cfm>

Registrants receive a Confirmation Email prior to an event.