

REGISTRATION / TAX INVOICE form & EXPRESSION of INTEREST Forms: <http://www.publishers.asn.au/training.cfm>

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IN-HOUSE & AGENCY WORK

In addition to public workshops/seminars, APA Professional Development is happy to run training in-house for you, tailor-made to suit your needs. We develop, organise and administer everything for you to effect the best learning outcomes for your organisation.

DATES	SUBJECT AREA	CITIES	Consultant Facilitator	Length of w/s	INFORMATION	
MARCH						
Mon 2 & Tue 3	Publishing in the Digital Space: the E-ssentials	Publishing	Sydney only	Anna Maguire and guests	2 days	Sm - med Aust publishers only. 2-day workshop. 30 places allocated by application only. Lit Board. OzCo funded.
Mon 2 March	The Digital Future, A New Mythology	Publishing	Sydney only	Penguin UK Digital Director	2 hours	5.45 - 7.45 at CAL offices, Level 15, 233 Castlereagh St, Sydney
Tue 10 / Wed 11	BookScan: more than a top 10 bestseller chart?	Sales, Marketing and Publicity and Induction to the Industry	Syd 10; Melb 11	Kirsty Ward	half day	CANCELLED
Wednesday 18	The Pleasures and Pitfalls of Public Service Publishing	Publishing	Canberra only	Ian Templeman, Susan Hall and guests with Richard Smart	1 day	Completed
Tue 31	Priorities, Time and Project Management	Management	Melb	Amanda Phillips	1 day	Completed
APRIL						
Fri 3	Priorities, Time and Project Management	Management	Syd	Amanda Phillips	1 day	Completed
Tues 21 OR Wed 22	Essential Writing Skills: creating clarity, getting results	IN-HOUSE, Hardie Grant	Melb	Patricia Hoyle	1 day	This workshop can be customized to your needs.
Tue 21 / Thur 23	Book Design for non-designers	Production, Design & Multi-Media	Melb 21 / Syd 23	Deborah Brash, Tony Palmer and guests	1 day	Completed

MAY						
Tue 5 / Thur 7	An Introduction to Australian Book Publishing	For all departments and all levels	Syd; Melb	Richard Smart	1 day	Completed
Wed 13	Switching on the light: grammar for non-specialists	Editorial and Publishing	Melb only	Susan Keogh	1 day	Completed
Thurs 14	Advanced Editing:solving structural issues in fiction,non-fiction & educational manuscripts	Editorial and Publishing	Melb only (Syd tbc ¹² May, 4 June/12 Aug)	Susan Keogh	1 day	Postponed to a later date
May 18 - 22	Announcement of Beatrice Davis Fellow at an Editorial event at the Sydney Writers Festival	event	Syd	tbc	SWF editing event	Completed
Fri 22	Design Panel (following Book Design Awards) The Inside Out of Book Design	Production, Design, Editorial, Publishing and all comers	SWF	Designers & Publishers		Completed
Wed 27	Secret Editor's Knowledge: for non-specialists	Editorial and Publishing	Melb only	Susan Keogh	1 day	Completed
JUNE						
September 17	Structural Editing: Narrative non-fiction and fiction with	Editorial and Publishing	SYDNEY ONLY	Louise Thurtell (Beatrice Davis Fellow) and Jude McGee (Freelance)	1 day	FURTHER CHANGE: confirmed for 17 September. Please book now
See November	Subsidiary Rights Management to be called Selling Rights: The Icing on the Cake?	Editorial and Publishing with an export and legal flavour	First Week Sep tbc	various publishing industry experts	1 day	NEW! Early September tbc In development.
Mon 22	Neelan Choksi (COO of Lexcycle, developer of Stanza eBook reader for iPhone) talks to publishers	Digital Publishing	Sydney CAL Offices		9am -11am	Completed
Mon 29	Michael Ross (VP/GM Britannica) talks to publishers	Digital global educational publishing markets	Sydney CAL Offices		9am -11am	Completed

JULY						
	Switching on the light: grammar for non-specialists	Editorial and Publishing	Adelaide	Susan Keogh		Not running this year
	Secret Editor's Knowledge: for non-specialists	Editorial and Publishing	Adelaide	Susan Keogh		Not running this year
	Advanced Editing:solving structural issues in fiction, education and non-fiction texts	Editorial and Publishing	Adelaide	Susan Keogh		Not running this year
Tues 14 / Thurs 16	Presenting for Success: Strategies, Skills and Secrets	Sales, Marketing & Publicity	Melb 14; Syd 16	Steve Herzberg NRG Solutions	1 Day	Postponed to 2010
Wed 22 & Thur 23	Day 1. Creating Clarity: editing skills for non-specialists Day 2. Essential Writing Skills: creating solid foundations	A two day Essential Writing Skills program. (Each day can be attended separately.)	Canberra	Patricia Hoyle	2 days	Completed. SECOND COURSE in AUGUST tbc
Wed 29	Write to Sell in Print or Digital Media	Publicity/Sales/Marketing/Editorial/Publishing - anyone involved in copywriting for digital and print media	Melb 29 (Syd 4 Aug)	Malcolm Auld & John Hancock (MAD Agency)	1day	Still some places left at 22 July.
AUGUST						
Tue 4	Write to Sell in Print or Digital Media	Publicity/Sales/Marketing/Editorial/Publishing - anyone involved in copywriting for digital and print media	Syd Tues 4 (Melb 29 July)	Malcolm Auld & John Hancock (MAD Agency)	1day	Still some places left at 22 July.
NOW NOVEMBER	Subsidiary Rights Management to be called Selling Rights: The Icing on the Cake?	Editorial and Publishing with an export and legal flavour	First Week Sep tbc	various	1 day	November 5 (Melb) and 12 (Syd)
NOW Sept 17	Advanced Editing:solving structural issues in fiction,non-fiction & educational manuscripts	Editorial and Publishing	Syd only: Thurs 10 tbc	tbc	1 day	See September 17
27 / 28 August tbc	Day 1. Creating Clarity: editing skills for non-specialists Day 2. Essential Writing Skills: creating solid foundations	A two day Essential Writing Skills program. (Each day can be attended separately.)	Canberra	Patricia Hoyle	2 days	probably 27/28 August. Limited places available.
Week of 10th - 14th	Production: The FUNdamentals	Production etc	tbc	tbc	2 hours	postponed

SEPTEMBER						
NOW NOVEMBER	Subsidiary Rights Management to be called Selling Rights: The Icing on the Cake?			Peg McColl, Angela Namoi, Anne Beilby, Nicky Anderson and more	1 day	Now in November - 5th (Melb) and 12th (Syd)
postponed	Management Challenges 2009	Management	Sydney only	Eleanor Shakiba with publisher guests		Perhaps next year.
Thursday 17	Structural Editing: Narrative non-fiction and fiction in two parts.	Editorial and Publishing	SYDNEY only	Attend all day - or choose morning or afternoon	1 day	NEW! With top editors Louise Thurtell and Jude McGee. Attend all day or just one half.
Tues 15 / Thurs 17	Marketing (tbc)	Sales, Marketing & Publicity	Melb 15; Syd 17			Not this year.
During 28 - 2 October period	Essential Writing Skills: creating solid foundations OR Business proposals/grant proposals	Editorial and Publishing	Sydney	Patricia Hoyle	half day	NEW! On application to Dee
OCTOBER						
NOVEMBER						
Tues 3	Switching on the Light: grammar for non-specialists	All	Syd only	Patricia Hoyle		Popular core workshop
Thursday 5 & 12	Selling Rights: The Icing on the Cake?		Melb 5; Syd 12	Peg McColl, Angela Namoi, Anne Beilby, Nicky Anderson and more		NEW! Expressions of Interest now. Flyer soon.
Tues 10	Getting it Right: editing for non-specialists	All	Syd only	Patricia Hoyle and fiction editor guest		Popular core workshop
during 16 - 20	Marketing (tbc)	Sales, Marketing & Publicity	tbc	various		In development
OTHER						
	on application	Writing and Mentoring Scheme	Sydney / Canberra	Patricia Hoyle		NEW! Currently being trialled at the NGA
	on-going	Adobe and other print imaging and multi-media software training	Syd, Melb, Canb, Bris	Alpha Computer Consultants	various	Special discounts are given to the APA. Check APA website for instructions on how to book.
	Publicity	Sales, Marketing & Publicity		tba		2010?
	Teambuilding: specific skills needed for success	Management	in-house	Eleanor Shakiba	1 day	Now offered as an in-house workshop.