



An Introduction to Australian Book Publishing: creating a Book

Sydney **6 May 2008** **9.0 am – 5.0 pm** (with a glass of wine to follow)

Melbourne **8 May 2008** **9.0 am – 5.0 pm** (with a glass of wine to follow)

Based on the new edition of the APA's bestselling book, *An Introduction to Australian Book Publishing*, edited by Richard Smart, the day will not only provide an opportunity to hear several of the book's contributors discuss their wide-ranging roles in a book's creation (they offer over 200 years' combined experience) but also to meet other industry newcomers, as well as those who believe there is always something more to learn.

Participants' feedback from workshops held in 2007:

"Run at an energetic pace, but with the chance to ask so many questions and find gold nuggets all the way!"

"Some fabulous presenters. Great to hear the views of small and large publishers and to network with such a variety of people."

"I loved the informal, discursive, engaging feel of the workshop."

SPECIAL OFFER

All seminar participants will receive a copy of the **new edition** of *An Introduction to Australian Book Publishing*.

The seminar is designed to follow the book's contents:

*The Publisher	*Editorial	*Production	*Sales and Marketing
*Publicity	*Finance	*Contracts and Copyright	
*Export	*The Bookseller		

Convenor and speakers:

The seminar will be convened by Richard Smart, a Director of the APA and the Convenor of the Independent Publishers Committee, with 47 years' book publishing experience.

The following sixteen speakers will expect vigorous questions, so come armed with plenty:

Julie Barnett, John Wiley Mel Cox, Random House, Peter Eichhorn, formerly Allen & Unwin, Christine Farmer, HarperCollins, Rex Finch, Finch Publishing, David Gaunt, Gleebooks, Lisa Hanrahan, Rockpool Publishing, Chris Harrington, Books in Print, Foong Ling Kong, MUP, Jenny Macmillan, Hardie Grant, Brett Osmond, Random House, Karen Penning, ABC Books, Anne Rogan, Penguin, Keiran Rogers, Hardie Grant, Richard Smart, Richard Smart Publishing, Beverley Waldron, Penguin.

Who should attend?

Several leading Australian publishers have adopted this seminar as part of the induction process for newcomers to their companies. The seminar will also serve as a useful refresher for those who have worked in publishing for some time but never truly understood how everything fits together.

Catering

Refreshments will be available on arrival and at the morning and afternoon breaks, and there will be a light lunch. At the end of the day, relax over a glass of wine with the speakers and fellow seminarians.

Cost

\$390 APA members;
Society of Editors members [please provide proof of Society membership]
Society of Authors members [please provide proof of Society membership]
Galley Club members [please provide proof of Club membership]

\$440 Non-members

Venues

Sydney: May 6

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

Melbourne: May 8

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

Further information:

This seminar will be repeated later in the year.

Melbourne November 25

Sydney November 28

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

To Register:

Fill in the **NEW TAX INVOICE/REGISTRATION FORM** at

<http://www.publishers.asn.au/training.cfm> (Please keep a copy for your accounts department as this form is your tax invoice when paying by EFT or credit card.)

and fax FAO Dee Read to 02 9281 1073

or email to dee.read@publishers.asn.au