

The Digital Revolution: Publishing in the 21st Century

A national symposium for the industry

Melbourne 15 February, State Library of Victoria,
Conference Centre, Entry 3, La Trobe Street.

Sydney 17 February, Australian National Maritime Museum
2 Murray St, Darling Harbour.

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revolution**
<publishing
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the 21st century>

Program outline: November 2009. Final program will be available in the New Year on the APA website.

REGISTRATION	8.15 – 8.45	
	8.45	Introduction: Conference facilitator, Anna Maguire Welcome address: Kathy Keele, CEO Australia Council for the Arts
GLOBAL FOCUS	9.00 – 9.45	KEYNOTE: The times they are a'changing: Richard Charkin, Executive Director of Bloomsbury Publishing plc
	9.45 – 10.25	KEYNOTE: The Faber digital story: Stephen Page, CEO Faber and Faber, Past President of the UK Publishers Association
	10.25 – 10.45	Q&A with both keynote speakers
	10.45 – 11.05	MORNING REFRESHMENTS
AUSTRALIAN FOCUS	11.05 -11.45	The state of play in Australia: an overview Australian panel
	11.45 – 12.45	Key issues under the microscope e.g. Accessible formats; iPhone apps: licensing realities; Open formats and DRM; Discoverability Q&A with all speakers
	12.45 – 1.40	LUNCH
GETTING TO THE READERS	1.45 – 2.30	KEYNOTE: What readers are doing Michael Tamblyn, VP of Content, Sales & Merchandising at Shortcovers for Indigo
	2.30 – 2.40	Q&A
	2.40 – 3.15	Marketing in the digital space: the leading edge Various speakers tbc
	3.15 – 3.30	AFTERNOON REFRESHMENTS
FACING THE CHALLENGES	3.30 – 4.15	Business models from across the industry: Tertiary /Text books; Reference; Schools; Trade
	4.15	Q&A
	4.25 – 5.05	Dangerous Questions Chair: Richard Charkin
NETWORKING & DRINKS	5.05 – 6.30	MEET, CHAT, DEBATE, RELAX WITH SPEAKERS & GUESTS

REGISTRATION FORM

Australian Publishers Association ABN: 81 003 985 313.
Please retain a copy for your records.

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HOW TO REGISTER

Fill in one form per delegate and email to **dee.read@publishers.asn.au** or fax to 02 9281 1073

DELEGATE INFORMATION

Ms/Mrs/Mr:

FIRST NAME:

LAST NAME:

POSITION:

COMPANY:

POSTAL ADDRESS:

.....

.....

EMAIL:

.....

BEST CONTACT NUMBER:

SPECIAL INSTRUCTIONS (DIETARY OR PHYSICAL ACCESS):

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NAME AND EMAIL ADDRESS FOR TAX RECEIPT
(IF DIFFERENT FROM ABOVE):

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I WISH TO ATTEND THE SYMPOSIUM IN (PLEASE TICK):

Melbourne Sydney

PAYMENT DETAILS

Symposium fee

Full day \$70 per head

Networking drinks \$15 per head

Total: \$.....

PAYMENT METHOD

EFT

I have faxed a remittance advice with this registration form.

Account Name: Australian Publishers Association Ltd.

National Australia Bank

BSB: 082 001 Account: 509 150 554

Credit Card

Mastercard Visa Amex Diners

Card name

Card number: / / /

Expiry Date: /

Signature:

CANCELLATIONS

A full refund is available for cancellations received before 29 January 2010. For cancellations received after that date there is a charge of \$35 plus GST. No refund is payable on cancellations received in the week prior to the event.

FURTHER INFORMATION

Venue, parking details and additional program information will be sent to each registrant when available.