



An Introduction to Australian Book Publishing: Creating a Book

Sydney **5 May 2009** **9.00 am – 5.00 pm** (with a glass of wine to follow)

Melbourne **7 May 2009** **9.00 am – 5.00 pm** (with a glass of wine to follow)

Based on 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 175 years' combined experience) but also to meet other industry newcomers, as well as those who believe there is always something more to learn.

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.

Participants' feedback from the 2008 seminar

"Richard Smart was a superb facilitator. He connected the participants and speakers effectively, achieving an engaging, informal and informative atmosphere."

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

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

SPECIAL OFFER

All participants will receive a copy of *An Introduction to Australian Book Publishing*.

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

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|----------------|-----------------|--------------------------|----------------------|
| *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, *Richard Smart Publishing*, a Director of the APA and Convenor of the Independent Publishers Committee, with 48 years' book publishing experience.

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

Madonna Duffy, UQP; **Foong Ling Kong**, MUP; **Jody Lee**, Freelance Editor; **Andrea McNamara**, Allen and Unwin; **Lindsay Somerville**, formerly ABC Books; **Tina Denham**, formerly Lothian Children's Books; **Nella Soeterboek**, UNIREPS; **Louise Ryan**, Penguin Group Australia; **Jaki Arthur**, Little, Brown; **Peter Eichhorn**, formerly Allen and Unwin; **Zoe Rodriguez**, CAL; **Richard Smart**, Richard Smart Publishing; **Scott Whitmont**, Lindfield Bookshop; **Chris Harrington**, Books in Print.

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.

Investment

\$395 APA members;

We also offer discounts for this workshop for associated organisations:

- 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]

\$445 Non-members

Venues

Sydney: May 5, 2009

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

Melbourne: May 7, 2009

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

Further information:

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

To Register:

Fill in the **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