



AUSTRALIAN PUBLISHERS ASSOCIATION

professional development

The A-Z of Book Marketing: everything you *should* know

Melbourne	Wednesday	17 September 2008	9.15 a.m. - 4.30 p.m.
Sydney	Friday	19 September 2008	9.15 a.m. - 4.30 p.m.

Developed in 2008 to extend the marketing section of the bestselling industry seminar, *An Introduction to Australian Book Publishing*, this workshop will highlight the essential tools of marketing a book.

This is an interactive workshop, with individual and group activities to highlight the journey of the book from acquisition to costing, covers, formats, marketing, advance selling, publicity campaigns, activities on release and much more.

You will be challenged, inspired, informed and reminded by some of the best book marketers in publishing. You'll be asking questions, workshopping exercises and getting the best answers in the business.

Facilitator: Brett Osmond, Marketing Director, Random House Australia **with guests**

Who should attend?

This workshop will appeal to a wide audience from Marketing, Sales, Publicity, Publishing and Editorial. Publishing Managers & Commissioning Editors who've never been in marketing will benefit as will those new to the industry.

This workshop is about the role and impact of marketing.

Workshop topics will include:

- Understanding your market and market segmentation
- The 'real' picture of the life of a book: authors, agents, P&Ls, branding, e-marketing etc
- The differences between marketing FMCG brands and marketing in the arts, particularly publishing
- Marketing models and consumer buyer processes: how are they different? The same?
- The marketing mix as it applies to publishing;
- Key marketing decisions in the life of the book
- The realities of distribution and warehousing and the potential changes due to technology
- The marketing plan – from the expected to the unexpected and everything in between
- Major campaigns: some real life examples of the good, the bad, and the ugly.
- The challenges ahead including globalisation, e-publishing, piracy.

Venues:

Sydney: 9.30 a.m. - 4.30 p.m. Friday 19 September, 2008

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

Melbourne: 9.30 a.m. - 4.30 p.m. Wednesday 17 September, 2008

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

Cost:

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

\$460 Non-members

Special subsidies for geographically remote members may be available on application to Dee Read at the APA.

Catering:

Morning and afternoon refreshments and a light lunch are provided.

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

To Register:

Fill in the 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