

**The International Digital Chat Series: *Transforming the Landscape* 16 & 18 FEB 2010  
with Chris Palma, Google's Strategic Partner Development Manager  
and Martin Taylor, Digital Publishing Forum, NZ and MD of Addenda Publishing (Melb only)**

**Chris** is responsible for Google Books partnerships in the Western U.S., India, Australia, and New Zealand. The Google Books Partner Program now has over 30,000 publisher partners world-wide, representing over 2 million full-text books discoverable from the Google index in over 70 international domains. Prior to joining Google, Chris was Vice President of Content and Business Development for ebrary-- a leading ebook provider to academic libraries. He was Sales Director at Harvard University Press, during a scholarly publishing career that spanned 15 years.

Chris's talk may include the following topics:

*The Google Settlement, 2.0*: Status update and an outline of how it may impact Australian publishers.

*Google Book Search* and *Google Preview*: How do potential book buyers find books through Google? How does Google search & discovery differ from traditional book marketing; what Google tools are available for publishers and retailers; and how has Google changed the way publishers think about the Web?

*Google Editions*: Google's "cloud-based" ebook delivery platform. What is it, and what do publishers need to do to participate? *Google Tools*: An introduction to Google products that enhance publisher's web sites, drive new traffic, and effectively measure results.

**Martin** is Managing Director and major shareholder of book publisher and distributor Addenda Publishing, one of New Zealand's largest independent book distributors; and principal of web design and publishing consultancy Digital Strategies. He is Director of the Digital Publishing Forum and a board member of the Publishers Association of New Zealand (PANZ), where he spearheads its Digital Publishing group.

Martin will give us an insight into the Great NZ eBook project which aims to digitize 1,000 classics for use on a variety of digital devices now and in the future.

<b>DATES</b>	<b>Melbourne</b> <b>Sydney</b>	Tuesday 16 February 2010 Thursday 18 February 2010
<b>TIME</b>	9.15 a.m. 9.30 – 11.30	Registration and refreshments Presentation/s
<b>VENUES</b>	<b>Melbourne</b> <b>Sydney</b>	<b>tbc</b> CAL office, Level 15, 233 Castlereagh St, SYDNEY
<b>COST</b>	\$15 (APA members only);      \$25 (all other attendees).	

**Please note: IT IS ESSENTIAL TO REGISTER BY Friday 29 January 2010**

**Registration Policy:** First come; first served. We will process up to 3 places for each company in the first tranche of bookings. If you require additional places, submit a list in priority order via email to [dee.read@publishers.asn.au](mailto:dee.read@publishers.asn.au) and we will process later if places are available.

**Please complete either the Sydney or Melbourne registration form attached** and fax to 02 9281 1073 or email [dee.read@publishers.asn.au](mailto:dee.read@publishers.asn.au)



**TAX INVOICE & REGISTRATION FORM**

**SYDNEY ONLY**

Australian Publishers Association ABN: 81 003 989 313. Please retain a copy for your records.

Digital Chat with Chris Palma Thursday 18 February 2010 9.15 – 11.30 a.m.

FEE APA members ONLY: \$15 per person

All other attendees: \$25 per person

**SYDNEY Attendee Information: Please fill in additional forms for more than 3 registrants.**

Prioritise your bookings as only 3 per company will be registered in the first tranche of bookings.

**Full name** \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Email address \_\_\_\_\_

Tel: \_\_\_\_\_

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Company \_\_\_\_\_

Email address \_\_\_\_\_

Tel: \_\_\_\_\_

TOTAL being paid \_\_\_\_\_

Name of Invoicee \_\_\_\_\_

Email for Tax invoice \_\_\_\_\_

**PAYMENT METHOD** (please circle) EFT or Amex Visa MasterCard Diners

**IF PAYING BY CARD:**  
Please complete: Cardholder name: .....

Expiry date: \_\_ / \_\_

Card number: \_\_\_\_\_

Signature: \_\_\_\_\_

**IF PAYING BY EFT** National Australia Bank: BSB 082 001 Acc. No. 509 150 554  
Please complete: An electronic funds transfer for .....has been made on.....

Remittance advice should be attached.  Please tick that it is.