



<b>Seminar Title</b>	<b>An Introduction to Australian Book Publishing: Creating a Book</b>
<b>Description</b>	<p>This seminar is based on the APA's bestselling book, <i>An Introduction to Australian Book Publishing</i>, edited by Richard Smart. Each participant will receive a copy of the book. The seminar is designed to follow the book's contents: *The Publisher *The Agent *Editorial *Production *Sales and Marketing *Publicity *Finance *Digital Publishing *Copyright/Contracts *The Bookseller</p> <p>You are invited to stay on for <b>networking drinks</b> afterwards until approx 6 p.m.</p> <p>Testimonials from the 2011 seminars:  <i>"Excellent. Topics were hugely relevant and I appreciate the question time"</i>  <i>"Managed to cover all major areas in the publishing industry"</i>  <i>"Fantastic presentation by an engaging group of experienced speakers"</i>  <i>"All speakers were interesting and professional"</i>  <i>"I wasn't sure what to expect, but was very happy with the content and experience of the speakers"</i>  <i>"Fantastic stuff"</i></p>
<b>What will the day provide?</b>  <b>Who should attend?</b>	<p>The day will provide an opportunity to:</p> <ul style="list-style-type: none"> <li>• hear several of the book's contributors and other very experienced colleagues discuss their wide-ranging roles in a book's creation;</li> <li>• network and share your publishing experiences.</li> </ul> <p>The seminar is designed to be of general interest and will also:</p> <ul style="list-style-type: none"> <li>• provide a comprehensive overview of current publishing practices, thereby supporting the induction of newcomers to the industry;</li> <li>• be a rich refresher for those who have worked in publishing for some time.</li> </ul>
<b>Cities &amp; Venues</b> <b>Dates</b> <b>Start/finish times</b>	<p><b>Melbourne: Tues 24 April 2012</b> 9.00 a.m. – 5.00 p.m. with networking drinks to follow until 6.00 p.m.  Venue: Seasons Botanic Gardens, 348 St Kilda Road, Melbourne, VIC 3004  Tel: 03 9685 3000</p> <p><b>Sydney: Thurs 26 April 2012</b> 9.00 a.m. – 5.00 p.m. with networking drinks to follow until 6.00 p.m.  Venue: Adina on Crown, 359 Crown Street, Surry Hills, Sydney, NSW 2010  Tel: 02 8302 1000</p>
<b>Presenters</b>	<p>The seminars will be convened by Richard Smart, [Richard Smart Publishing], who from 2002 – 2010 was a Director of the APA and Convenor of the Independent Publishers Committee. Richard also sat on the APA's Training Committee for 10 years. With almost 50 years' book publishing experience, Richard is currently acting as the APA's consultant for small publishers.</p> <p>The following speakers presenting offer over 150 years' combined experience, and will welcome vigorous questions, so come armed with plenty.</p> <p><b>Melbourne:</b>  Richard Smart, <i>Richard Smart Publishing</i>; Robert Sessions, <i>Penguin</i>; Susan Keogh, <i>Freelance Editor</i>; Penny Sanderson, <i>Hardie Grant</i>; Louise O'Leary, <i>Penguin</i>; Olivia Blake, <i>Melbourne University Publishing</i>; Zoe Rodriguez, <i>Copyright Agency Ltd</i>; Susan Hawthorne, <i>Spinifex Press</i>; Chris Harrington, <i>Books in Print</i></p> <p><b>Sydney:</b>  Richard Smart, <i>Richard Smart Publishing</i>; Bernadette Foley, <i>Hachette Australia</i>; Rebecca Kaiser, <i>Allen &amp; Unwin</i>; Nikla Martin, <i>Random House</i>; Justin Ractliffe, <i>Random House</i>; Karen Reid, <i>Random House</i>; Zoe Rodriguez, <i>Copyright Agency Ltd</i>; Victoria Nash, <i>Macmillan Publishers</i></p>
<b>Investment</b>	<p>\$395 APA members or 10% off if registering by 10 February 2012  \$495 Non-members</p>

	<p><b>Subsidies may be available for small or remote publishers with grant support from the Independent Publishers Committee. Please contact Dee Read [see below]</b></p> <p>We also offer APA member rates for this workshop to the following associated organisations on receipt of proof of Society membership: Societies of Editors, Society of Authors, Galley Club. Please give details on your registration form.</p>
<b>Catering</b>	<p>Morning and afternoon refreshments and a light lunch are included. Wine, beer and soft drinks will be provided at the end of the seminar.</p>
<b>Further information</b>	<p>Please contact: Dee Read, <i>Industry Professional Development Manager</i>, APA Office: 02 9281 9788    Mobile: 0424 603 251 e: <a href="mailto:dee.read@publishers.asn.au">dee.read@publishers.asn.au</a></p>

**NOTE: Event details are subject to change.**

<b>TO REGISTER</b>	
Read Cancellation Policy	<a href="#">Click here</a> to go straight to cancellation policy before filling in the registration form.
Then register	<p><b>Then register as follows:</b></p> <p>Download the <a href="#">TAX INVOICE/REGISTRATION form here</a> [Please keep a copy of the Registration Form for your accounts department as this form is your tax invoice when paying by EFT or credit card.]</p> <p>and fax to 02 9281 1073 or email to <a href="mailto:dee.read@publishers.asn.au">dee.read@publishers.asn.au</a></p> <p><b>OR</b></p> <p>Return to Latest News page in PD &amp; Training on the APA website and go to the Status column for this event. If the event is open for bookings, click on Booking Now to go straight to the form.</p>