



An Introduction to Australian Book Publishing: creating a book

**24 April 2012 Seasons Botanic Gardens, St Kilda Road, Melbourne
9.00 a.m. – 5.00 p.m. (with drinks and chat to follow)**

Now in its fifth year and based on the APA's bestselling book, *An Introduction to Australian Book Publishing*, compiled and edited by Richard Smart, this seminar provides newcomers to the world of book publishing with an unique opportunity to hear experienced colleagues explain their roles in a book's creation (they offer over 200 years' combined experience).

During the course of the day participants will follow a books' journey from commissioning to the bookshop, via editorial, production and design, sales, marketing and pr, finance, copyright and digital publishing.

The following enthusiastic responses from some of the 2011 seminar attendees summarise the benefits the day provides:

How would you rate the day, contents and speakers?

"Excellent. Topics were hugely relevant and I appreciated the question time"

"Managed to cover all major areas in the publishing industry"

"Fantastic presentation by an engaging group of experienced speakers"

"All speakers were interesting and professional"

"I wasn't sure what to expect, but was very happy with the content and experience of the speakers"

"Fantastic stuff"

What benefits will you take away?

"A greater understanding of the way in which a book takes shape"

"The vast areas of information gained"

"A general insight into areas I haven't had experience working in"

"A greater understanding of the industry as a whole"

"Better overall knowledge of the industry from start to finish – feeling inspired!"

"Broad industry knowledge that can be applied throughout my career"

Seminar program:

- 9.00 – 9.30 Registration, welcome and introductions**
Richard Smart, Richard Smart Publishing
- 9.30 – 10.15 The Publisher**
Robert Sessions, Penguin
- 10.15 – 11.00 Editorial**
Susan Keogh, Freelance Editor
- 11.00 – 11.30 Morning tea**
- 11.30 – 12.15 Production**
Penny Sanderson, Hardie Grant
- 12.15 - 12.45 Q&A**
Robert Sessions, Susan Keogh, Penny Sanderson, Richard Smart
- 12.45 – 1.30 Lunch**
- 1.30 – 2.15 Sales & Marketing**
Louise O’Leary, Penguin
- 2.15 – 2.45 Publicity**
Olivia Blake, Melbourne University Publishing
- 2.45 – 3.15 Finance**
Richard Smart
- 3.15 – 3.30 Afternoon tea**
- 3.30 – 4.00 Copyright**
Zoe Rodriguez, Copyright Agency Ltd
- 4.00 – 4.30 Digital Publishing**
Danielle Binks and Maralann Damiano, Spinifex Press
- 4.30 – 5.00 The Bookseller**
Chris Harrington, Books in Print
- 5.00 – 6.30 Drinks**