



CORRECT AT 23 July 2010

Workshop/Seminar Title	Australian Book Exporting: Growing our Territory An industry seminar day examining the exporting of Australian content as finished product.
Description	<p>Why export? Where is the potential? What is the Australian context and current experience? How do you enter other regions?</p> <p>Last year we looked at Subsidiary Rights Selling; this year we investigate how exporting books presents an additional channel to international markets.</p> <p>The day will identify the pressing questions about the Australian export context and outline the fundamental considerations in exporting successfully. It will look closely at foreign language co-editions and English language exports by region and sector. Throughout the day, considerations such as the blocks to exporting in this region will be examined and some of the reasons to be optimistic will be highlighted [see below for more detail].</p> <p>This day provides another rare opportunity to mix, talk and share with the leading experts in Export. There will be presentations, Q&As and panel & group discussions.</p> <p>The APA's Export Expert Reference Group has supported the development of this seminar.</p>
Cities and Dates	<p>Melbourne Tuesday 31 August 2010 Sydney Thursday 2 September 2010</p>
Start and finish times	9.15 a.m. – 4.45 p.m.
Presenters	The day will be led by experienced industry players including: Stephen Ungar (trade - mass market); Angela Namoi (trade); Nicki Unsworth (education) ; Mark Mobsby (trade/mass market/UK experience)
Who should attend?	<p>Everyone interested in how to export and how to improve our export possibilities - from early career to CEOs.</p> <p>You might be a: Rights Manager, Contracts & Royalties Manager, Contracts Administrator, Publishing Director, International Sales Director, Sales Manager, Co-editions Sales Manager, Legal Officer, Production Manager.</p>
Content may/will include	<ul style="list-style-type: none"> • The Australian Export Context with Stephen Ungar Building enthusiasm: Export Experience, Definitions and Data • Exporting the finished product: The Fundamentals The fundamental check list of skills required to export with confidence. There will be brief explanations and examples across some of these areas: <ul style="list-style-type: none"> - Product Selection/Product Segmentation/Pricing - Logistics and Production: freight and shipping terms; re-purposing/ re-packaging for different markets - Customer Selection – proactive and reactive - Customer relationships: contracts; service follow-up; back end; ability to execute - End product presentation: sales trips; book fairs - How to cost an export sale: Finance, currencies, hedging • Export Skills and stories – the education landscape with Nicki Unsworth • Export from the general Trade Publishers point of view: Reality Check with Angela Namoi

	<ul style="list-style-type: none"> • Building a foreign language coeditions business from Australia: case studies and words of wisdom with Mark Mobsby • English language exports by region and by sector - Panel NZ/Asia/India/Japan/Middle East/North America/South Africa/UK/Europe • The Big Share: discussion between panelists and participants <ul style="list-style-type: none"> - What's up ahead? - What support do Australian publishers need to grow territory and face the challenges?
Special offers	For those who attended the Subsidiary Rights workshop in 2009, there is a \$35 reduction on the cost of this workshop. Please state this on your registration form.
Investment	\$395 APA members [Discounted to \$360 if you attended the 2009 Subsidiary Rights workshop] \$460 Non-members
Venues	Melbourne: Venue: Seasons Botanic Gardens, 348 St Kilda Road, Melbourne, VIC 3004 Tel: 03 9685 3000 Sydney: Venue: Adina on Crown, 359 Crown Street, Surry Hills, Sydney, NSW 2010 Tel: 02 8302 1000
Catering	Morning and afternoon refreshments and a light lunch are included.
Further information	Please contact: Dee Read, Industry Professional Development & Training Manager, APA Office: 02 9281 9788 Mobile: 0424 603 251 e: dee.read@publishers.asn.au

NOTE: Event details are subject to change. The latest information is indicated by date at the top of the first page.

<p>TO REGISTER</p> <p>1. Read Cancellation Policy</p> <p>2. Then register</p>	<p>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>Click here to go straight to cancellation policy before filling in the registration form.</p> <p>Download TAX INVOICE/REGISTRATION form at http://www.publishers.asn.au/training.cfm</p> <p>[OR</p> <ul style="list-style-type: none"> • Go to the Professional Development page Event Table • scroll to find workshop • go to Status column • click on Booking Now and this will take you to the TAX INVOICE/REGISTRATION form.] <p>Complete and fax to 02 9281 1073 or email to dee.read@publishers.asn.au</p>
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