



Correct at 21 January 2010

<b>Seminar Title</b>	<b>An Introduction to Australian Book Publishing: Creating a Book</b>												
<b>Description</b>	This seminar is based on the APA's bestselling book, <i>An Introduction to Australian Book Publishing</i> , edited by Richard Smart.												
<b>Cities and Dates</b>	<b>Melbourne:</b> April 28, 2010 9 a.m. – 5.00 (6.00 p.m. if staying for drinks.) Venue: Seasons Botanic Gardens, 348 St Kilda Road, Melbourne, VIC 3004 Tel: 03 9685 3000  <b>Sydney:</b> April 30, 2010 9a.m. – 5.30 (6.00 p.m. if staying for drinks.) Venue: Medina on Crown, 359 Crown Street, Surry Hills, Sydney, NSW 2010 Tel: 02 8302 1000												
<b>Start/finish times</b>	9.00 a.m. – 5.00 p.m. with networking drinks to follow until 6.00 p.m.												
<b>Presenters</b>	<p>The seminar will be convened by Richard Smart, Richard Smart Publishing, a Director of the APA and Convenor of the Independent Publishers Committee, with 49 years' book publishing experience.</p> <p>The following sixteen speakers (offering over 175 years' combined experience) will expect vigorous questions, so come armed with plenty:</p> <p><i>Alan Davidson</i>, Alan Davidson Publicity, <i>Peter Eichhorn</i>, formerly Allen &amp; Unwin, <i>Chris Feik</i>, Black Inc., <i>David Gaunt</i>, Gleebooks, <i>Susan Hall</i>, National Library of Australia, <i>Chris Harrington</i>, Books in Print, <i>Susan Hawthorne</i>, Spinifex Press, <i>Roger Horton</i>, Scribe Publications, <i>Victoria Jefferys</i>, Australian Consolidated Press, <i>Jody Lee</i>, Freelance Editor, <i>Helen Littleton</i>, Hachette, <i>Andy Palmer</i>, Allen &amp; Unwin, <i>Zoe Rodriguez</i>, Copyright Agency Ltd, <i>Anne Rogan</i>, Penguin, <i>Nella Soeterboek</i>, New South Books, <i>Sue Van Velsen</i>, Hinkler Books</p>												
<b>Who should attend? What will the day provide?</b>  <a href="#">Melb schedule</a>  <a href="#">Syd schedule</a>	<p>The day will provide:</p> <ul style="list-style-type: none"><li>• an opportunity to hear several of the book's contributors and other experienced colleagues discuss their wide-ranging roles in a book's creation (a chance to feel connected and engaged with others in the industry)</li><li>• an imperative to share your publishing experiences and learn through networking</li><li>• a rich support to newcomers' induction processes</li><li>• a rich refresher for those who have worked in publishing for some time but never truly understood how everything fits together.</li></ul>												
<b>Special offer</b>	<p>All participants will receive a copy of <i>An Introduction to Australian Book Publishing</i>. The seminar is designed to follow the book's contents:</p> <table><tr><td>*The Publisher</td><td>*The Agent</td><td>*Editorial</td></tr><tr><td>*Production</td><td>*Sales and Marketing</td><td>*Publicity</td></tr><tr><td>*Finance</td><td>*Digital Publishing</td><td>*Copyright</td></tr><tr><td></td><td></td><td>*The Bookseller</td></tr></table>	*The Publisher	*The Agent	*Editorial	*Production	*Sales and Marketing	*Publicity	*Finance	*Digital Publishing	*Copyright			*The Bookseller
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*Production	*Sales and Marketing	*Publicity											
*Finance	*Digital Publishing	*Copyright											
		*The Bookseller											
<b>Testimonials</b>	<p><b><i>Participants' feedback from the 2008 and 2009 seminars</i></b></p> <p><i>"Some fabulous presenters. Great to hear the views of small and large publishers and to network with such a variety of people"</i></p> <p><i>"Richard Smart was a superb facilitator. He connected the participants and speakers effectively, achieving an engaging, informal and informative atmosphere"</i></p> <p><i>"Run at an energetic pace, but with the chance to ask so many questions and find gold nuggets all the way!"</i></p>												

<b>Investment</b>	\$395 APA members \$460 Non-members We also offer APA member rates for this workshop to the following associated organisations, <i>on receipt of proof of Society membership</i> : Society of Editors, Society of Authors, Galley Club.
<b>Venues</b>	<b>Melbourne:</b> Venue: Seasons Botanic Gardens, 348 St Kilda Road, Melbourne, VIC 3004 Tel: 03 9685 3000 <b>Sydney:</b> Venue: Medina on Crown, 359 Crown Street, Surry Hills, Sydney, NSW 2010 Tel: 02 8302 1000
<b>Catering</b>	Morning and afternoon refreshments and a light lunch are included. Wine, beer and soft drinks will be provided at the end of the seminar.
<b>Further information</b>	Please contact: Dee Read, Industry Professional Development & Training Manager, APA Office: 02 9281 9788 Mobile: 0424 603 251 e: <a href="mailto:dee.read@publishers.asn.au">dee.read@publishers.asn.au</a>

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

The latest information is indicated by date at the top of the first page and any major changes made since first published have been noted in blue.

<b>TO REGISTER</b>	
<b>Read Cancellation Policy</b>	<a href="#">Click here</a> to go straight to cancellation policy before filling in the registration form.
<b>Then register</b>	<p><b>Then register as follows:</b></p> <ul style="list-style-type: none"> <li>• Hit your back button to return to Latest News page in PD &amp; Training</li> <li>• Go to the <b>Status column</b> for this event</li> <li>• If the event is open for bookings, click on <b>Booking Now</b> to go straight to the TAX INVOICE/REGISTRATION form.</li> </ul> <p>This can be faxed to 02 9281 1073 or emailed back to <a href="mailto:dee.read@publishers.asn.au">dee.read@publishers.asn.au</a></p> <p><b>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.</b></p>