

TRADE DAY

FRIDAY 20TH NOVEMBER

TIME	PERFORMANCE SPACE	WORKSHOP SPACE
9:00am	ARRIVALS, COFFEE AND TEA	
9:10am	WELCOME AND INTRODUCTION - Small Press Network Board Chair Michael Webster.	
9:15am	KEYNOTE: EXPERIENCES AT THE HELM AT BOTH AN INDEPENDENT AND MAINSTREAM PUBLISHER Kevin Chapman joins us from New Zealand to discuss his experiences founding Upstart Press after a long career in mainstream publishing. Following his keynote presentation Kevin will be in conversation with former Lonely Planet partner Jim Hart talking about the challenges facing independent publishers	
	THE STATE OF THE INDUSTRY A presentation from Shaun Symonds of Nielsen BookScan about the trends of 2015 and forecasts for 2016.	
	LEGAL DEPOSIT LEGISLATION: THE NATIONAL LIBRARY OF AUSTRALIA Julie Watson and Brendon McKinley of the NLA discuss the new legal deposit legislation coming into effect February 2016.	

TIME	PERFORMANCE SPACE	WORKSHOP SPACE
11:00am	MORNING TEA	
11:15am	NEW DIGITAL PUBLISHING PLATFORMS The way we think about storytelling has changed. From apps to games, screens to billboards, a tale can be told a thousand ways. How can you think differently about delivering narratives or identify the best way to publish your story? Featuring: Anna Burkey, Neil Rennison, Victoria Ryle	#WENEEDDIVERSEBOOKS Independent publishers have led the way in providing opportunities for diverse voices. It is an important strength of our sector, but is it also something we can and should be doing better? Featuring: Eleanor Jackson, Amy Middleton, Rachel Ippoliti

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	<p>MARKETING TO MILLENNIALS Young people don't buy newspapers, listen to radio or watch live to air television. How can publishers reach the next generation of readers? Featuring: Danielle Binks, Tacey Rychter, Chloe Smith</p>	<p>CASE STUDIES Chair: Lefa Singleton Norton</p> <p>INDIGENOUS PERSPECTIVES Rachel Bin Salleh of Magabala Books offers insights into working with Aboriginal and Torres Strait Islander authors and content.</p> <p>GENDER IN PUBLISHING Veronica Sullivan joins us to discuss how The Stella Prize works to achieve gender equality in publishing. She will talk about the recently-released results of the Stella Count and explore the issues facing women working in the publishing industry.</p>
12:45pm	LUNCH	

TIME	PERFORMANCE SPACE	WORKSHOP SPACE
1:30pm	<p>OFF THE SHELF: SPECIAL AND DIRECT SALES What happens when publishers focus on selling outside of bookshops? Special sales through non-traditional retails are providing important income streams for some publishers. For others, selling direct to customers is becoming an important part of their business plan. What impact might these changes have for the industry? Featuring: Kirsty Wilson, Anna Solding, Caroline Gyucha</p>	<p>MIXED BUSINESS Some independent publishers are offering services to others in the field as a way to create sustainable business models. What are the challenges of this approach? How can publishers make their valuable knowledge and skills a marketable service? Featuring: Linda Nix, Penny Modra</p>
2:15pm	<p>GETTING PAST THE GATEKEEPERS How can independent publishers compete with the big guns and get their authors on the pages, stages and screens of the major media outlets. Booksellers, festival programmers and editors will tell us how. Featuring: Jo Case, Kate Blackwood</p>	<p>CASE STUDIES Chair: Andrea Hanke</p> <p>SELLING THE ROSIE PROJECT Anne Beilby discusses the success of selling The Rosie Project.</p> <p>INTERNATIONAL RIGHTS SALES Benython Oldfield talks about life as a literary agent: seeing what will sell and imagining new futures for literary projects.</p>
3:15pm	AFTERNOON TEA	

FUNDAMENTALS OF PUBLISHING DAY

SATURDAY 21ST NOVEMBER

TIME	PERFORMANCE SPACE	WORKSHOP SPACE
9:00am	ARRIVALS, COFFEE AND TEA	
9:15am	<p>PUBLISHING FUNDAMENTALS: KEY ISSUES IN AUSTRALIAN PUBLISHING IN 2015</p> <p>Small Press Network Board Chair Michael Webster will present the key issues in publishing for 2015. How, when and why people are reading is changing at a rapid rate. What are the key trends, statistics and challenges that all publishing professionals need to be aware of?</p>	
	<p>THE RIGHT WORDS: CRAFTING THE BEST POSSIBLE BOOK</p> <p>What role do the writer, the editor and the publisher all play in making sure a book is the best product it can possibly be? Featuring: Dan Christie, Christina Pase</p>	<p>PUBLISHING LAW 101: FROM ISBNs, TO PROTECTING YOUR COPYRIGHT AND CRAFTING CONTACT</p> <p>From ISBNs, to protecting your copyright and crafting contacts, this session from Alex Adsett will educate you on what legal issues you need to be considering. Please be aware the information in this session is an overview of some commercial regulations relating to publishers. It is not legal advice.</p>
11:00am	MORNING TEA	

TIME	PERFORMANCE SPACE	WORKSHOP SPACE
11:15am	<p>CREATING YOUR EPUB AND SELLING ONLINE</p> <p>While creating ePubs and selling them is easier than ever, making the right choice in platforms and formats is crucial to the success of your book. Featuring: Debbie Lee, Charlotte Harper</p>	<p>FIRST IMPRESSIONS: GETTING THE RIGHT DESIGN</p> <p>An award-winning book designer explains everything you need to know about briefing a cover designer and the role cover design plays in making your book a bestseller. Featuring: Mark Campbell</p>
12:15pm	<p>MARKETING WITHOUT A BUDGET</p> <p>From successful sales information sheets to the importance of metadata, this session will guide you through the key things all publishers need to get right regardless of their size or budget. Other than traditional approaches to media, what tools do you have at your disposal to get your books into the hands of readers? Featuring: Karen Andrews, Duncan Felton</p>	<p>TALKING MONEY: COSTING A BOOK AND BUSINESS PLANNING</p> <p>Costing a book and business planning are fundamental to the success of your project. Hear a comprehensive overview of the factors that will result in the best possible end product.</p>
1:15pm	LUNCH	

FUNDAMENTALS OF PUBLISHING DAY

SATURDAY 21ST NOVEMBER

TIME	PERFORMANCE SPACE	WORKSHOP SPACE
1:30pm		SMALL PRESS NETWORK ANNUAL GENERAL MEETING Members are welcome to join us for the Annual General Meeting of the Small Press Network.
2:00pm	FUNDING FROM CROWDS TO GRANTS There are many ways to fund publishing a book. How do you identify which is right for you? From crowd funding to government and philanthropic grants, our experts will discuss all the pros and cons. Featuring: Zoe Rodriguez, Claire Merquita, Marcus Westbury	RUNNING A BOOK LAUNCH AND SUCCESSFUL PUBLICITY A launch is more than a chance to celebrate having published your book, it's a chance to convert great publicity into sales. Tips and tricks to ensure your launch is the best possible start for your book. Featuring: Emma Noble, Charlotte Guest
2:45pm	AFTERNOON TEA	
3:00pm	PRINTING OPTIONS: PRINT ON DEMAND AND BEYOND Print on Demand is changing the way both independent and self-publishers. With POD, it can be easier than ever to get a book on the shelves of major retailers. In this session Carrick Wilkie from OPUS Group will share the steps to doing this successfully.	

TIME	PERFORMANCE SPACE	WORKSHOP SPACE
4:00pm	GETTING ON THE SHELVES Aaron Manion talks with industry leading booksellers, discussing the best way to get your book right where readers will find them. The who, what, when and how of working with bookshops. Featuring: Aaron Mannion, Meera Govil, Alison Huber	

