

- Working with your publisher -

10am-4.30pm, Friday 10 July

This full-day seminar will prepare you for the process of managing your book from delivery of manuscript to distribution and beyond, as well as demystify what goes on behind the scenes when you hand over your manuscript. By day's end, you will be empowered with the knowledge to ensure a smooth relationship with editorial and publicity staff in producing your book.

Session one: 10 am – 11.30 am

Not just polishing prose: what your editor can do for you *with Mandy Brett*

Acquiring the book, scheduling, editors working with authors, covers and blurbs.

Mandy Brett is Senior Editor with Text Publishing, where she has been since 2002, working on both fiction and trade non-fiction titles. Previously she was Editor and Publisher at IAD Books, an Aboriginal publishing house in Alice Springs, handling trade titles as well as education, reference and dictionaries. She has worked as a freelance editor, as a production editor on a small magazine and, for a number of years, as a computer programmer at Penguin Books. Mandy is the guest lecturer in fiction editing for the RMIT Grad Dip in Editing and Publishing.



Tea break: 11.30 am – 11.40 am

Session two: 11.40 am – 1.00 pm

Rights and writing *with Susan Bridge*

Copyright, moral rights, contracts, territories, permissions, licensing, services to the creator.

Susan Bridge is the ASA's lawyer and contract adviser. She has been the CEO of three organisations - the Australian Copyright Council, Screenrights and the Australian Publishers Association. She was an adviser to the Federal Government as a member of the Copyright Law Review Committee. She is currently preparing the 4th edition of the ASA's Australian Book Contracts. Susan lives in Canberra where she is training for the priesthood in the Anglican church.

Lunch: 1.00 pm – 1.30 pm

Session three: 1.30 pm – 2.30pm

The bookseller's perspective *with Meredith Wright*

Meredith Wright has worked for a small publisher as well as having over 20 years experience in bookselling in Sydney and Canberra for organisations such as Bookworm, Collins and now her own shop, Daltons.

Session four: 2.30 am – 3.30pm

Marketing your book *with Craig Cormick*

The marketing process from conception of a book idea through to publication and how marketing plays a vital role in all that follows.

Craig Cormick is an award-winning author and journalist. He has previously worked in public relations and marketing and has published 12 books with small and mainstream publishers. His awards include the ACT Book of the Year in 1999 and a Queensland Premier's Award for Short Fiction (2007).



Tea Break: 3.30-3.40 pm

Session four (continues) 3.40-4.10pm

Venue: Bogong Theatre, Gorman House Arts Centre.

Cost: \$100 ASA and ACT Writers members \$232 non-members.
(includes lunch and light refreshments.)

For further information or to book by phone, contact 02 9318 0877

Online bookings via the ASA website www.asauthors.org

Places are limited, so book early!



Presented by the Australian Society of Authors and the ACT Writers Centre.

Canberra's Literary Long Weekend