



Thrive in an Evolving Market

Publishing experts show you how

Realities of Publishing: Preparing for Changes in the Industry

February 28, 2009 in Phoenix, Arizona at Jobing.com, 4747 N. 22nd Street

Move your business into a positive place in 2009 with the information you'll glean from the Arizona Book Publishing Association's publishing conference on February 28, 2009, in Phoenix. From technology to production planning, are you taking advantage of every edge? Are your books properly positioned on the Web? Is social media part of your complete marketing package? The publishing industry is changing—are you ready?

We are very excited about the caliber of the program and the excellent speakers.

SCHEDULE OF LEARNING OPPORTUNITIES

Time	Subject	Expert
08:30-09:45	How to Use the Web to Sell your Books	Grael Norton
10:00-11:15	Marketing Venues Beyond the Bookstore	Victoria Blake
11:30-01:00	Future Technology (lunch keynote)	Kevin Smokler
01:15-02:30	Different Distribution Models	Andrew Savikas
02:45-04:00	Production Calendar	Jessica Tribble
04:15-05:30	Brainstorm with the Experts	All Experts



See the reverse for details about each presentation or view www.azbookpub.com.

Contact us!

To register, visit our website at www.AZBookPub.com. Questions? Call Gwen Henson, Executive Director, 480-777-9250 or email Gwen@AZBookPub.com. Please let us know if you have any special access or dietary requirements. Hurry, space for "Realities of Publishing" is limited.

Yes, I want to move my company into a positive place in 2009. Register me!

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Space is limited. Register online at www.azbookpub.com or pay by phone at 480-777-9250.

We look forward to seeing you in sunny Arizona!

Topic & Description

How to Use the Web to Sell Your Books

Everyone knows you need a website. . . but is anyone actually selling any books on the Web? Yes—but only a select few authors know how to use the Internet to generate significant book sales. In this presentation, Grae Norton will explain the step-by-step process two Wheatmark authors used to sell more than 1,500 copies of their books on the Web—in December '08 alone—all without spending a dime on advertising.

All attendees will receive a free gift to help them with their own online marketing efforts.

Marketing Venues Beyond the Bookstore

Book publishers are accustomed to thinking about books as books, not as content published in book form. With just a slight change in thinking, the content of the book becomes something greater than just what's on the page. No longer static, book content can attract readers, can serve as an advertisement for the publisher, and can develop a community. This is content marketing, and it's where the web is leading us.

The Impact of Future Technology on the Publishing Industry

Our Fragile, Bright Future: Times can't get any worse for the industry can they? To some extent (thanks dead-dog economy!) that's beyond our control. But what we as book publishers can do is saddle up for the future staring us down right now, one of digital-free-floating content, ubiquitous sales channels, a distracted readership, and playing well with others. This is our new reality and our subject for this afternoon, as much where we are as where we are going and how the future of the business of books belongs to those who prepare for it now.

Different Distribution Models

Best-selling novels are now regularly written on mobile phones in Japan; Books published as iPhone "Apps" are outperforming all but the top print titles in some categories; UK chain Waterstone's saw a seven-fold increase in ebook sales this past Christmas. Readers are changing their habits, and are demonstrating they're as eager as ever to find—and buy—quality content and entertainment. What do publishers need to know about these changes to adapt their own businesses? How do you price a "book" sold as an "App"? How do you take full advantage of a reading experience that's always connected to the Web? Hear what visionary publisher O'Reilly Media sees on the horizon for the future of publishing.

Building and Maintaining a Production Schedule

For many small publishers, a production schedule is little more than a collection of notes: dates, potential printers, a title. But as you publish more titles, these notes get harder to decipher and sort. A well-maintained production schedule can help you stay organized, publish more titles, and sell more copies. This session will focus on answering your questions, including: What is a production schedule and why do I need one? How far in advance should review copies be available? How do I realistically predict print and proof times? What is the difference between a ship date and a publication date? How long should review copies be available before the book is made available? What if. . . ?

Brainstorm with Experts

Expert Biography

Grae Norton, Consultant, Wheatmark, Inc., specializes in two things: helping writers become entrepreneurs and helping entrepreneurs become writers. Prior to joining Wheatmark, he worked as an editorial assistant for Fodors.com, a division of Random House, and launched an information business selling eBooks on the Web.

Today, Grae teaches writers the ins-and-outs of selling their work using the twin powers of print-on-demand technology and the Internet.

Victoria Blake is the founder and publisher of Underland Press, dedicated to weird, strange, odd, and unsettling fiction, in print and online. Victoria started the company after three years as a prose editor at Dark Horse Comics, coming to book publishing from a career in newspapers. She holds an MFA from the Warren Wilson Program for Writers, and a bachelor's degree from Barnard College at Columbia University.

Kevin Smokler is the Co-Founder and Chief Evangelist of Booktour.com, the world's largest online directory of author and literary events. His 2005 book *Bookmark Now: Writing in Unreaderly Times* was a *San Francisco Chronicle* Notable book of the year. In addition, his writings have appeared in the *Los Angeles Times*, Fast Company and on National Public Radio. He speaks around the country on the future of publishing in technology and lives in San Francisco.

Andrew Savikas is the VP of Digital Initiatives at O'Reilly Media. He blogs at www.toc.oreilly.com, and contributes to the O'Reilly Radar blog. In addition to serving as program chair for O'Reilly's Tools of Change for Publishing Conference, Andrew has worked on several key publishing technology initiatives. Recently, he helped to plan and execute O'Reilly's ebook and digital publishing strategy.

Andrew holds a B.S. in Media Studies from the University of Illinois at Urbana-Champaign, and an MBA from Northeastern University in Boston. He is the author of *Word Hacks: Tips & Tools for Taming your Text*.

Jessica Tribble has Bachelor's and Master's degrees in literature from Arizona State University in addition to a Scholarly Publishing and Editing Certificate. She has been working as a freelance editor and proofreader since 1999. In 2005, she joined the staff of Poisoned Pen Press—the second largest publisher of hardcover mysteries in the country. As Associate Publisher at Poisoned Pen Press, she creates the catalogs, handles marketing materials, serves as the first point of contact for the Press's authors, and maintains a detailed production schedule.

Bring books for expert feedback and suggestions.