

29-30 June 09 | 9.00am – 5.00pm
POSSIBILITY ROOM, LEVEL 5, NATIONAL LIBRARY BUILDING

COURSE ADMINISTRATION

Registration Fees (please tick one)

- S\$490 per person
 S\$390 per person for early bird registration by 29 May 2009
 S\$390 per person for group registration of 2 & above

Fee is nett and is in Singapore dollars. Includes workshop materials and tea breaks.

Ways to register

1. Register online by visiting www.bookcouncil.sg
or
2. Complete the form below and fax it to (65) 6742 9466.

Cancellation & Substitution

Fees paid are non-refundable but transferable. Requests for cancellation must be made on/before 8 June 2009, after which a cancellation charge of 50% of the full course fee is applicable.

Payment

Payment is required before the workshop commences or within 30 days of receipt of invoice, whichever is earlier. Payment to be made in Singapore Dollars, by cash, cheque or bank draft, payable to "NBDCS" and mailed together with your form to us. Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/mailed/submitted your online registration.

Mailing Address

National Book Development Council of Singapore
c/o Geylang East Community Library
50 Geylang East Avenue 1
Singapore 389777

Enquiries

Email : clap@bookcouncil.sg Tel : (65) 6848 8290

Mr/Mrs/Ms/Dr _____

Organisation: _____

Designation: _____

Address: _____

Tel: _____ Mobile: _____ Fax: _____

Email Address: _____

I am paying by cash/cheque. Bank: _____ Cheque no.: _____

I am sponsored by my company / organisation

Note:

We will send you a confirmation via email upon receipt of your registration. If you do not receive any confirmation within 7 working days, please check if you have successfully submitted your registration to ensure your seat/participation in the workshop.

Organised by

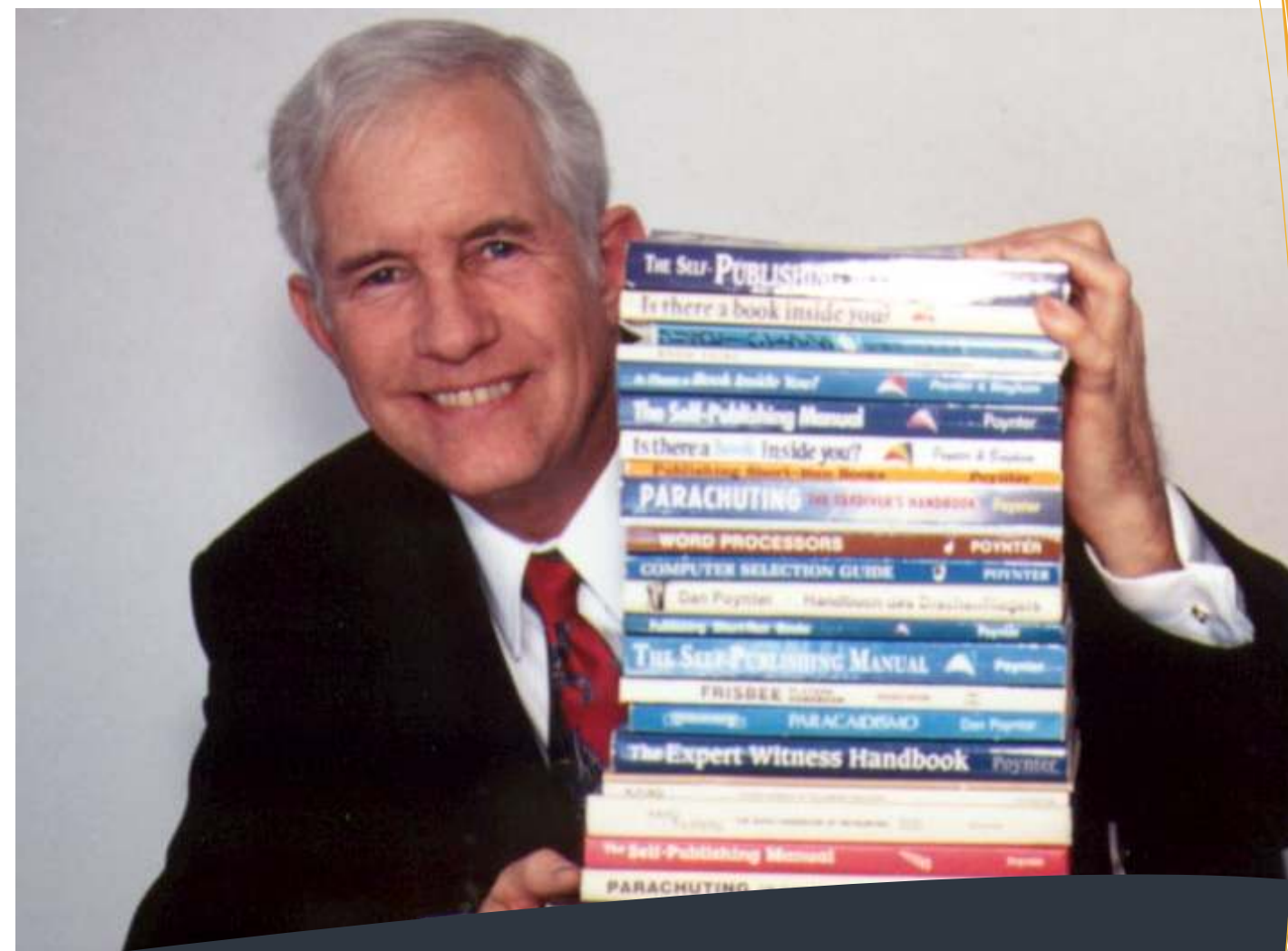


Supported by



"Is there a book inside you?"

Writing, Publishing & Promoting Your Book



BOOK CAMP

with Dan Poynter, U.S.

award winning author
and

leading authority on book publishing & promotion

You can
make a
difference
and make
a living
with your
book!



How to write, publish and promote your book

(A) BOOK WRITING

To be an author, you naturally have got to write a book. Yet writing a book is often the most daunting stage. At this session, you'll learn a step-by-step organisation plan for nonfiction book writing.

From selecting a subject to the final editing, proofreading and even the finer details such as typesetting, Dan Poynter will show you how to break your project into easy-to-attack chunks and how to use the "pilot system" of organisation to "build" and not just "write" your book.

In addition, you'll be introduced to a book writing template designed to make writing more manageable. This template will accelerate your book project by helping you to visualize the entire project and by guiding you through the writing process.

A well-written nonfiction book is a persuasive and powerful communication tool. Be it meant for external or internal communication purposes, the book will be an invaluable resource to help strengthening the identity, focus and status of the company.



WRITING

- Quality the project to make sure there is market for it
 - Find time to write
 - Find materials to fill your manuscript
 - Break your project down into easy-to-attack chunks
- Get illustrations that are practically free

POSSIBILITY ROOM, LEVEL 5, NATIONAL LIBRARY BUILDING

DAY ONE, 29 JUNE

- (A) BOOK WRITING
- (B) BOOK PRODUCTION

DAY TWO, 30 JUNE

- (C) BOOK MARKETING, PROMOTION AND DISTRIBUTION
- (D) GETTING PUBLISHED

(B) BOOK PRODUCTION

PRINTING

This session will show you, not a new way of printing, but a whole new approach that is more versatile and much less expensive. You'll be introduced to digital printing, POD, eBooks and multipurposing (audio books, videos, CDs, selling downloads, and personalization/mass-customisation) which will enable you to wring maximum value out of your work by publishing several editions. Also, you'll learn how to deal with a book printer that gets your book delivered to your home at the lowest-possible price.

(C) BOOK MARKETING, PROMOTION & DISTRIBUTION

BOOK MARKETING, PROMOTION & DISTRIBUTION

Learn the two steps to identifying and locating your market. The bookstores are really just one, out of the many other places where you could sell your books. Learn the creative approach to promote and distribute your books both economically and effectively.



SELLING BOOKS INTERNATIONALLY

Dan Poynter will talk about the book trade in the U.S., where one-third of the world's books are sold, and share some surprisingly easy ways to sell into it. Furthermore, he will teach you how sell your eBooks and your printed books at online bookstores such as Amazon.com – making them available to the entire world 24/7.

SPINOFF BOOK PROMOTION

Also, learn how to write the promotional material for your book. Learn how to set up a virtual press room, establish an ezine, and use email to promote your book, and take part in affinity groups.

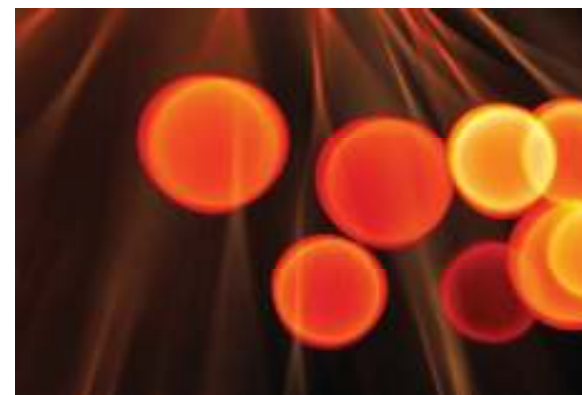


PRINTING

- Find relevant quotations
- Get the project ready for the printer
- Wring more value out of your work: eBooks, audios, translations and more

ABOUT DAN POYNTER

Dan Poynter is an author of more than 120 books. Dan's work for publishing was recognized by the Publishers Marketing Association when they gave him the *Benjamin Franklin Award*. He was given the *Irwin Award* for the best electronic promotion campaign by the Book Publicists of Southern California. He is a past vice-president of PMA.



Dan's seminars have been featured on CNN, his books have been pictured in *The Wall Street Journal*, and his story has been told in *U.S. News & World Report*. The media comes to him because he is the leading authority on book marketing, promoting and distributing.

More about Dan Poynter, visit his website at www.parapublishing.com

(D) GETTING PUBLISHED

Learn how to find the right agent and to locate the right publisher while simultaneously self-publishing. Dan Poynter will highlight a dozen features and sub-sites that can be added to your website and you'll learn about the automating client and media service that helps you to cut cost and save time.



PUBLISHING

- Make the choice between looking for an agent or publisher, or self-publish
 - Organise autograph parties, radio/TV interviews, and other forms of book promotion