

The A-Z of Book Marketing

with Brett Osmond

you learn?

What will

Learn how to market a book in the 21st Century! Through this interactive workshop, you will learn the full range of promotional tools: publicity, book design, pricing, distribution, selling materials, events and festivals, digital marketing including social media and online advertising.

Date: 23 July 2010 (Friday)

Time: 9.30am – 5.30pm

Place: Imagination Room,
L5 National Library,
Victoria Street



Brett Osmond has been in the publishing industry for nearly 20 years. He joined Random House Australia in 2007 and is currently marketing and publicity director. Specialising in corporate publishing, online bookselling and project management, Brett was appointed project director of the Federal Government's Books Alive campaign in 2003, which he directed for five years. Brett teaches marketing at the University Technology Sydney on a casual basis.

Details

Workshop

An interactive workshop which uses both individual and group activities to highlight all the key decisions needed in a book's journey from manuscript to sale. This includes the increasing role of marketing in book publishing, its aims and objectives and how to synthesize the marketing efforts of all the key stakeholders including agents, authors, booksellers, bloggers, traditional reviewers – to ultimately raise awareness and sales for your books and authors.

Be challenged, inspired, informed and empowered to take your own marketing plans to the next level.

Outline

Workshop

- The marketing plan – from the expected to the unexpected and everything in between
- Understanding your market and the role of market segmentation
- The marketing mix as it applies to book publishing
- Key marketing decisions in the life of the book
- Marketing model and consumer buyer processes: how are they different? The same?
- Latest digital marketing practices and case studies
- The 'real' picture of the life of a book: authors, agents, P&Ls, branding, e-marketing, etc.
- Major campaigns: some real life examples of the good, the bad, and the ugly

COURSE ADMINISTRATION

Registration Fees (please tick one)

- S\$230 per person (for SBPA member)
 S\$250 per person for group registration of 2 & above (non-SBPA member)
 S\$280 per person (non-SBPA member)

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

An invoice will be issued upon receipt of your registration form. Fees paid are non-refundable but transferable. Requests for cancellation must be made on/before 09 July 2010, 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 mail the payment together with your form to us. Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/emailed/submitted your online registration.

Upon submission of your registration, you are deemed to have read and understood the registration procedures and accepted the terms contained therein.

Mailing Address

National Book Development Council of Singapore,
50 Geylang East Avenue 1, Singapore 389777

Enquiries

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

Organised by



Supported by



In partnership with



REGISTRATION

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/organization

I will need a/an: Physical invoice e-Invoice (via AGD)

Please provide billing details if different from above.

Contact person: _____

Address: _____

Tel: _____ Email Address: _____