

Multi-channel Publishing & Innovative e-Publishing



COURSE

Multi-channel Publishing & Innovative e-Publishing

Date:	6-7 February 2012
Time:	9.00am – 5.00pm
Venue:	Imagination Room, Level 5, National Library Board, 100 Victoria Street
Workshop Leader:	Eric Freese, US
Fees:	S\$330 per person*
	S\$370 per person for group registration of 2 & above (non-members)
	S\$420 per person (non-members)

* For members of Singapore Book Publishers Association (SBPA), Singapore Chinese Publishers Association (SCPA), Asean Book Publishers Association (ABPA), Asia Pacific Publishers Association (APPA) and Association of Comic Artists (Singapore).

Multi-channel Publishing

How can publishers transition to a cost-saving publishing model that can still support traditional print production? This workshop will look at the current strategies of major houses, how consumer expectations and technological limitations can impact production and challenges of in-house and outsourced eBook productions.

State of the Industry

Kickoff

- Overview of class
- Roundtable discussion of current practices and challenges

Capitalising on Electronic Publishing

- Overview of state of the publishing industry
- The facts of market demand for eBooks, electronic magazines, and other e-publishing projects
- Why e-publishing doesn't have to be the end of your print publishing
- Redefining effective print publishing workflows to include effective digital publishing

State of the Publishing Industry

- Review latest publishing industry surveys and results
- What these mean to publishers
- Discuss coming trends

Workflows for a Digital Environment

Migrating from Print

- Review of current print-based workflows
- Re-imagining content
- Considerations for digital and multi-channel delivery
- The role of XML
- XML when?
- Necessary tools
- Necessary skill sets

EBooks, Enhanced eBooks and Apps

eBook Formats and Devices

- Different forms and formats of eBooks and e-publications: EPUB, EPUB3, and KF8 eBooks, enhanced eBooks, fixed layout, iPad-ready apps
- Which devices and applications support each format
- Feature comparison of each format
- Limitations of each format

Designing Rich Media e-Publications

- What is a "rich media e-publication" and what can you do with it?
- Creating and using paragraph and character styles
- Adding graphics, video, audio, and animated content
- Creating internal and external hyperlinks
- Adding page transitions
- Creation rollover and clickable actions
- Creating animation and controlling timing
- Adding interactivity and rich-media to existing publications
- Generating distributable formats
- Securing e-publications against theft and modification

Deploying and Marketing eBooks and e-Publications

Conversion

- Challenges
- Considerations
- In-house vs. outsource

Publishing

- Proofing eBooks and e-publications, what to look for, and how to make changes
- Uploading eBooks to the various devices
- Getting your e-publication into iBooks, Amazon.com, Barnes & Noble, and other e-trailers

Marketing

- Distributing eBooks
- Digital Rights Management
- Selling eBooks: why, how, how much
- Managing subscriptions and services

Who Needs This Course

This workshop is targeted at those responsible for making the decisions about how products are to be developed and delivered to their markets. It will cover recent trends in publishing, new models and new technologies, and provide background knowledge that can be immediately used to guide an organisation in new directions. From technology point of view, it will discuss options and possibilities without diving into implementation details.

Your Workshop Leader

Eric Freese is a veteran of publishing production optimisation. From the early days of SGML, he has worked as a consultant, software developer and content architect. As Director/Solutions Architect for Apatara, Eric helps customers efficiently transition to cost-saving digital publishing models that simultaneously support eBooks and traditional print production.

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COURSE ADMINISTRATION

Registration Fees (please tick one):

- S\$330 per person (for SBPA, SCPA, APBA, APPA & ACAS members)
 S\$370 per person for group registration of 2 & above (non-members)
 S\$420 per person (non-members)

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**.

Payment

An invoice will be issued upon receipt of your registration form. 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". Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/mailed/submitted your online registration form.

Cancellation & Substitution

Fees paid are non-refundable but transferable.

Requests for cancellation must be made on/before 24 Jan 2012, after which a cancellation charge of 50% of the full course fee is applicable.

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

REGISTRATION FORM

Mr/Mrs/Ms/Dr _____

NRIC/FIN/Passport no.: _____

Organisation: _____

Designation: _____

Address: _____

Tel: _____ Mobile: _____ Fax: _____

Email Address: _____

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

I am sponsored by my company / organisation

I will need a/an: Physical Invoice e-Invoice (via vendors@gov)

Please provide billing details if different from above

Contact Person: _____

Address: _____

Tel: _____ Email Address: _____