

Moving Forward: Next Steps in the New Publishing Environment

Darcy Cullen, Acquisitions Editor, University of British Columbia Press

James Sherrett, Partner, Boxcar Marketing and Founder and CEO AdHac

Cynthia Good, Director, Creative Book Publishing, Humber College

Donovan Bergman, Freisen's Printers

Margaret Reynolds, Executive Director, Association of Book Publishers of BC

1. Thursday, September 23, 2010 All Sessions Take Place in Centennial Hall "C"

9 a.m. to 10 a.m.: Continental Breakfast

10 a.m. to noon: Making the Transition, Part 2

Darcy Cullen's presentation on making the transition to electronic book publishing will focus on getting from here (where you are at now as a publisher) to there (where you want to be in the new digital marketplace), with an emphasis on defining "there" for your press. What do you need to consider when putting together a digital strategy? Formats? Vendors? Partners? Distribution? What is the most appropriate strategy for your content? We will explore the digital publishing universe as it applies to press processes, from acquisition to sales, and the implications that "going digital" will have.

Darcy Cullen is an Acquisitions Editor at UBC Press. In her former position as Production Editor, she coordinated all reprints, maintained the press's digital archive and assisted with the transition to the e-book format. UBC Press began experimenting with electronic book formats in the early 2000s; its backlist is now fully digitized and e-book production is fully integrated into the press's workflow.

Noon to 1 p.m.: Lunch

1 p.m. to 2:30 p.m.: Establishing Your Brand Presence Online

Join **James Sherrett** for a workshop on how to get your brand noticed in an increasingly competitive marketplace of attention. He'll begin with 2 perspectives about how brands establish a presence: inside-out and outside-in.

From your inside-out perspective we will consider:

- What are you doing that's remarkable?
- What are you doing that's unique?
- What do you stand for?
- What part of your business elicits the most questions and interest?
- How can you best represent your brand online?

Then he will shift perspectives to outside-in and consider:

- What do others see and think when they meet your brand?
- What do people feel when they meet your brand?
- How do they meet your brand?
- What do they remember and tell others about your brand?
- How does interest in an author or title translate into your brand presence?

He will use tangible examples wherever possible to guide your answers to the above questions.

He will talk about tactics, techniques and a methodology to get your brand more noticed and more talked about in a digital world. And he will discuss measurement of brand mentions, monitoring conversations online, and capitalizing on feedback.

James Sherrett has been working on the web for a quick decade. In the early 2000s he worked for **Intrawest**, North America's largest resort operator, and helped launch 43 websites and grow e-commerce revenues from \$2-million to \$40-million. In 2003, his novel ***Up in Ontario*** was published by Turnstone Press. In 2006 James started **Work Industries** to extend his expertise in web marketing to small and medium-sized businesses. Work Industries led projects such as **Think Salmon**, a storytelling website to connect people to the salmon, the keystone species of British Columbia. In 2008 Monique Trottier joined Work Industries and the company evolved to become **Boxcar Marketing** (<http://boxcarmarketing.com>). Boxcar Marketing led online marketing projects for clients like Raincoast **Books**, **BC Book Prizes** and **Namaste Publishing**. In 2008 James founded **AdHack**, (<http://adhack.com>) a crowdsourced advertising agency implementing new creative and marketing models for top global brands **Microsoft**, **Lipton Ice Tea** and advertising agencies **Crispin Porter Bogusky** and **DDB**. His personal blog is <http://learntodobydoing.com>

2:30 p.m. to 2:45 p.m.: Break

2:45 to 4:30 p.m.: Looking at the List

The combination of digital technology and recession economy is altering editorial and publishing decision-making and organization. In-house editors have found their roles changing from nurturing creativity and hands-on editing to an emphasis on competitive acquisition. Publishers are re-examining their lists: what kind of publishing makes the most sense now? Should we concentrate on defined lists and branded product lines? Are fewer titles the route to survival, or is expansion a smarter reaction? What exactly does 'curating a list' mean?

Cynthia Good, director of the **Creative Book Publishing Program at Humber College**, has been in the publishing industry for over twenty-five years. She was appointed the first editorial director of **Penguin Books Canada** where she was responsible for establishing a publishing program which grew into one of the most successful in Canada. Under her leadership the roster included such writers as John Ralston Saul, Michael Ignatieff, Alice Munro, Mordecai Richler, Timothy Findley, Stuart McLean, Peter Robinson, Guy Gavriel Kay, and many others. She was

named President & Publisher of the company in 1997. After twenty years with Penguin, Ms. Good resigned in 2003. She became fiction-editor-at-large for **Walrus Magazine**, consulted for a variety of public and private organizations and taught writing and publishing at several universities and colleges until she founded The Creative Book Publishing Program at Humber College. In addition to several academic awards, Ms. Good has received the Arbor Award from the University of Toronto for outstanding volunteer service. She was awarded an Honorary Degree by Mount Allison University in 2006. She is currently on the board of the University of Toronto Alumni Committee and was appointed Trent University Ashley Fellow for the 2007/2008 academic year, where she is now Adjunct Professor. She resides in Toronto, Ontario.

2. Thursday Evening Stakeholder Mix and Mingle Reception

Network with presenters, publishers, funders, and other industry professionals at a friendly, free, and fun reception at Souleio Foods, hosted by Friesen's Printers. Keynote Speaker Cynthia Good will present **New Trends in Publishing**

Souleio Foods

263 3rd Ave. S,
Saskatoon, SK
(306) 979-8102
<http://www.souleio.com/>

Friday, September 24, 2010

8 a.m., to 9 a.m.: Hot Breakfast

9 a.m. to noon: Industry Updates (More information TBA). Confirmed presenters include:

Donovan Bergman, Sales Rep, Friesen's Printers

Margaret Reynolds, Executive Director, Association of BC

In 2007 the ABPBC embarked on a unique collaborative project with BC libraries to provide a digital collection of BC published books to all libraries in the province. A pilot of BC Books Online, a collection of over 1000 titles, was launched in May 2010. This is the story. Margaret will go online into one of the participating libraries, and demonstrate some of the features.

3. Accommodation

For Professional Development participants staying at the Parktown Hotel, your accommodation is extra and is not included in your registration fee. A block of rooms have been reserved for the nights of September 22 and 23. To book a room please phone the **Parktown Hotel** at **(306) 244-5564** and say you are with the Saskatchewan Publishers Group. The block of rooms will be set aside only until September 1.

Parktown Hotel

924 Spadina Cres. East
Saskatoon, SK S4P 0K4
Ph: (306) 244-5564

Fees and Subsidies

Registration Fees - Early Bird Deadline is Sept 3

AMBP, BPAA, ABPBC and SPG members: \$75.00 per person. This fee does not include accommodation. Registration after Sept 3 is \$100.00 per person

Non-members: \$100.00 per person. This fee does not include accommodation. Registration after Sept 3 is \$125.00 per person

To register extra guests for the Thursday Stakeholders Reception

Cost per person on an individual basis event basis is \$30.

Please ensure **each individual registering** fills out a registration form.

Subsidies

SPG members attending the Friday membership meeting and planning session are eligible to claim their mileage and one night's accommodation. SPG members not attending the Friday meetings, and AABP, BPAA, and ABPBC member firms located at least 100 kilometres from Saskatoon registered for the 2010 Professional Development Session may apply for a subsidy of up to \$200 per person or \$400 per firm. There are a limited number of subsidies; they will be allocated in order of receipt of registration and confirmed upon receipt of registration fee.

Copies of receipts for travel must be provided and a subsidy claim form completed before subsidy cheques can be issued. Subsidy forms must be returned by October 29, 2010.

Registration Form – Please fill out one form for each person attending

Name of Participant:

Firm Name:

Firm Address:

Telephone and fax numbers:

Email:

BPAA, SPG, AMBP or ABPBC member?

Will you be submitting a Travel Subsidy Request?

Will you be bringing a display of your latest books and catalogues?

- Register me as a member (\$75 per person)
- Register me as a nonmember (\$100 per person)
- I will be attending the Thursday evening reception
- I will be attending the Friday afternoon Annual Meeting
- Include me in a list of conference participants
- I would like to bring a guest to the Stakeholders Reception (add \$30 per person)

Please indicate any food allergies or restrictions:

Please send registration form and cheque to the SPG office. Payment may be made by Visa or Mastercard by phoning the office. **Final registration deadline is Friday, September 17, 2010.**

For More Information, Contact:

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