

**DRAFT The Business of Writing: A course for emerging authors**

Sydney 16-19 March 2009

Australian Society of Authors

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<b>Date</b>	<b>Presenter</b>	<b>Time</b>	<b>Content</b>
<b>DAY 1</b> Mon 16 Mar	Kris Clarke ASA	9.30 am	<b>Welcome &amp; introduction</b>
	Desney King Freelance editor	9.40 am -12.30 pm	<b>Working with your publisher</b> Range and scope of editorial functions within a publishing house; establishing a productive relationship with your editor; demarcation. What's involved in publishing a book? from concept to contract; editing the manuscript: structural/substantive editing; copy/line/production editing; technology and communication; design aspects; page proofs; ozalids/blueprints/dyelines. Authors are encouraged to bring specific questions relating to the editorial process.
		12.30 am – 1.30 pm	<b>Lunch</b>
	Brett Osmond, Random House	1.30 pm -4.30 pm	<b>Making the publicity machine work for you</b> Brett will cover the key marketing and publicity processes, highlight the way systems work, pitfalls, new digital opportunities and how to make the most of the promotional expertise of your publisher.
<b>DAY 2</b> Tues 17 Mar	Jeremy Fisher, Australian Society of Authors	9.30 am – 11.30 pm	<b>Rights and writing</b> Copyright protection and moral rights, digital rights, Copyright Agency Limited. Public Lending Right, Educational Lending Right, What the ASA can do for you.
	Pippa Masson, Curtis Brown Literary Agents	11.30 am –1.30 pm	<b>What can your agent do for you?</b> Pippa will discuss the role of an agent including a run down of a day in the life of an agent, the business of overseas sales, and how an author/agent relationship should be managed.
		1.30–2.30 pm	<b>Lunch</b>
	Nicola Evans and Lucy Byrne, Program Officers, Literature Board, Australia Council for the Arts	2.30-4.30pm	<b>Funding for writing projects:</b> How to find grants, what organisations to apply to, where to locate them. What are the requirements for a successful application. Overview of Literature Board grant programs with particular emphasis on the New Work grant program.
<b>DAY 3</b> Weds 18 Mar	Anthony Gunn, Psychologist	9.30 – 10.30 am	<b>Handling the media</b> How to get noticed by the media, how to ensure you're not misquoted, how to look and sound professional, the do's and don'ts of media interviews, building confidence.
	Peter Higgins, Journalist, lecturer	10.30 – 12.30 pm	<b>Interview strategy</b> Peter will discuss how to: prepare for an interview or guest appearance, tailor a message for the medium (print, radio, TV), use appropriate language in interviews, use techniques on handling radio and TV interviews, understand the deadlines and needs of journalists, recognise the importance of media grabs, deal with tricky questions, use author readings to sell your book.

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		12.30 am – 1.30 pm	<b>Lunch</b>
	Pamela Freeman, Author	1.30–4.30 pm	<b>Promoting yourself and your work</b> Creating a web presence: Websites – understanding how network nodes work; content; design; generating visits; using analytics; sales. Social networking – which ones and how much to say; protecting you and your family; strategies to increase exposure. Blogs – to blog or not to blog? Pros, cons and tricks of the trade. Using other sites: Wikipedia, specialist sites, etc. The offline/online relationship
<b>DAY 4</b> Thurs 19 Mar	Michael Dean, Walter Turnbull Associates	9.30am- 12.30 pm	<b>Financial matters – taxation, accounting and effective record keeping</b> Conducting a 'hobby' v 'business'; introduction to business structures; setting up a small business; required ATO Registrations; record-keeping tips & procedures; taxable income and allowable deductions (ATO Rulings)
		12.30 am – 1.30 pm	<b>Lunch</b>
	Jennifer Richards, Voice Coach	1.30-4.30 pm	<b>Voice skills</b> Basic concepts and techniques of using your voice; exploring pitch, pace, volume, breathing and articulation, with exercises to improve voice quality. The opportunity to develop your skills and practice these techniques in front of an audience.