



The Future is Now: *eBooks and bookselling in Australia*

When

Tuesday, 31 August, 2010
9.30am registration for
10am – 5pm

Where

NSW Teachers Federation
Conference Centre
37 Reservoir St (cnr. Mary St)
Surry Hills NSW 2010

Tickets

ABA members: \$30
Non-members: \$45
Includes lunch and closing drinks.

RSVP

2pm, Tuesday, 24 August, 2010

Bookings

Post form to
ABA National Office
Unit 9, 828 High St
Kew East VIC 3102
Fax form to: 03 9859 7344

Email scanned form to:
mail@aba.org.au

Accommodation option

The Sebel Surry Hills
28 Albion St, Surry Hills
T: 02 9289 0000
\$149 per night, subject to
availability. Quote 'the company is
federation conference rate' to
access this special price.

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Seminar

With rapidly developing changes in how books are produced, sold and delivered to the reader, it is essential that booksellers keep informed and respond to new ways of communicating with customers and the changing options for purchasing and selling books.

The ABA is holding a one-day seminar for booksellers to prepare for changes in the market and the rapidly growing impact of digital technology on the industry.

Looking at eBooks, digital information services, social media and digital marketing, the seminar will empower booksellers with the skills to be an integral part of the changes in the marketplace.

Speakers

Len Vlahos will deliver the Keynote address. Len is the Chief Operating Officer of the American Booksellers Association, and has been a key figure in developing strategies for American bookshops in the digital age.

Len will share his experience and insights on the current state of play of eBooks in the US and what role and opportunities there are for traditional retailers in the new digital market.

Mark Tanner, Google Editions discussing Google's anticipated entry into the Australian market later this year;

Brett Osmond, Random House Australia, on marketing through social media;

Elizabeth Weiss, Allen & Unwin explaining Digital Rights Management, metadata and how eBooks challenge and change publishing;

Victoria Nash, Pan Macmillan, discussing TitlePage, eBooks and booksellers, and agency vs wholesale models;

Shaun Symonds, Nielsen BookScan, talking about eBooks sales and trends;

David Fenlon, REDgroup Retail on selling eBooks;

Angelo Loukakis, Australian Society of Authors, providing the authors' perspective.

In addition there will be a demonstration of some of the reading devices currently on the market.

