

Seminar: Digital Publishing



What It's About, How We Get Started

AUCKLAND – 31 March 2009 • WELLINGTON – 1 April 2009 • CHRISTCHURCH – 2 April 2009

The Event

Books are New Zealand's biggest cultural activity and they are arguably the oldest mass medium. But they've also been slow to join the digital world. Now that's about to change. The rise of so-called ebooks, and the various digital forms they are taking, means that the book is about to get a serious digital makeover.

This **one day interactive workshop, held in Auckland, Wellington and Christchurch**, will provide participants with an introduction to digital publishing and insight into what is happening internationally and in New Zealand. This background will feed into an open forum where participants will help shape the agenda for an internationally competitive digital publishing industry in New Zealand.

PROGRAMME

Please check website regularly for updates: digitalpublishing.org.nz/events

08:45am	Registration
09:00am	Welcome and Opening Remarks
09:15am	The Rise and Fall and Rise of Ebooks Martin Taylor, Director, Digital Publishing Forum Ebooks have had false starts before but there are solid reasons to believe that they're now well and truly on their way. Fresh from the Tools of Change Conference in New York, Forum Director Martin Taylor provides some background to the ebook hype, explains some jargon, highlights some trends and opportunities, and updates you on the latest digital publishing developments internationally and in New Zealand.
10:00am	A Glimpse at the Global Strategy of a Major Publisher —Part 1: Educational Publishing Adrian Keane, Managing Director, Pearson A lot of what will shape the ebook market in New Zealand is being driven by the global strategies of the major publishers. In this and the following session, multinational publishers offer glimpses of what is going on in their organisations and how and when it's likely to impact on the New Zealand market. Pearson New Zealand. Pearson is the global education publishing business of London-based media conglomerate Pearson plc, the international media group. It is active in both the school and higher education markets.
10:30am	Morning Tea
10:45am	A Glimpse at the Global Strategies of the Major Publishers —Part 2: Trade Publishing Kevin Chapman, Hachette; Tony Fisk, Harpercollins; Margaret Thompson, Penguin Group; Karen Ferns, Random House This panel session features the CEOs of the major multinational trade publishers who will provide insights into their parent companies' international strategies as well as what's happening in New Zealand. It will provide attendees with a unique and essential look at the companies that will shape much of New Zealand's digital publishing landscape. Due to travel availability, CEOs could not attend all sessions so this panel discussion has been pre-recorded and will be shown on video.

11:15am	<p>Be Where They Are: Investing in the Future with Mixed-Media Publishing – Digital, Audio, and Hardcopy</p> <p>Neale Pitches, CEO and Publisher, South Pacific Press</p> <p>It might seem like the ebook market is taking forever to develop. But this hands-on case study shows how one New Zealand publisher grabbed the digital publishing opportunity three years ago and now sells internationally. Learn from his warts-and-all practical experience, the successes, pitfalls and invaluable advice for those about to start out on the road to digital success.</p>
12:00pm	<p>Production and Distribution of Digital Content</p> <p>Andrew Crisp, Director, InfoGrid Pacific</p> <p>Digital publishing offers the promise of reusable content - produce once then output many times in many formats. But publishers, editors, authors, designers, and others need to learn new techniques, consider changes to traditional workflows, and understand both the opportunities, and the limitations, of digital content production and distribution. InfoGrid Pacific has been active in creating ebooks for international publishers for more than 10 years. They share their experience and offer practical, real world tips to help you get started.</p>
1:00pm	<p>Working Lunch and Group Discussion</p> <p>Over lunch, participants will work with conveners in small groups to examine key issues and come up with recommendations for the following, “Where to From Here” open forum.</p>
02:00pm	<p>Where to From Here? How to Grow a Digital Publishing Industry in New Zealand – Open forum</p> <p>Yes we can! But how do we do it, and what resources can we collectively bring to accelerate the growth of a globally competitive digital publishing industry? This interactive session brings together ideas and opportunities from participants that will feed into a plan to kick New Zealand’s nascent digital publishing industry into high gear.</p>
03:30pm	<p>Summing Up and Closing Remarks</p>
04:00pm	<p>Workshop Ends</p>

Registration

Full rate: \$180+GST (\$202.50 incl GST) – per delegate, includes lunch, morning and afternoon teas.

Special 50% earlybird discount for members of BPANZ and NZ Society of Authors: \$90+GST (\$101.25 incl GST) – register with payment by **16 March 2009** to qualify for this special rate.

Complete the registration form attached to this programme (if attached), or download a registration form from our website at digitalpublishing.org.nz/events. Return completed form with payment to the address below.

Venues and Accommodation

Auckland Tuesday 31 March 2009 - **PLEASE NOTE AUCKLAND VENUE CHANGE**

Hyatt Regency Auckland, cnr Princes St & Waterloo Quadrant, Auckland City.

Ph 09-355-1234, auckland.regency@hyatt.com

Wellington Wednesday 1 April 2009

Mercure Hotel, 345 The Terrace, Wellington. Ph 04-802-3872, H1991-RE01@accor.com

Christchurch Thursday 2 April 2009

Latimer Hotel, 30 Latimer Square, Christchurch. Ph 03-963-1384, events@latimerhotel.co.nz

Further Information

For further details, phone +64-9-529-9573 or email reservations@digitalpublishing.org.nz.

Visit our website digitalpublishing.org.nz/events for the up-to-date programme, speaker bios, registration details, accommodation, and more.

Contact Details

Digital Publishing Forum. ph +64-9-529-9573, fax +64-9-529-9572, email: reservations@digitalpublishing.org.nz. Postal: PO Box 78-224, Auckland 1245, New Zealand. Office: Level 1, 9 Remuera Rd, Newmarket, Auckland 1050, New Zealand. web:

Conference Registration



Digital Publishing What It's About, How We Get Started

Conference Dates:

31 March 2009 - AUCKLAND - NOTE NEW VENUE: Hyatt Regency Auckland,
cnr Princes St and Waterloo Quadrant, **Auckland City**

1 April - WELLINGTON Mercure Hotel, 345 The Terrace

2 April - CHRISTCHURCH Latimer Hotel, 30 Latimer Square

Please check which location you will be attending:

Auckland 31 March

Wellington 1 April

Christchurch 2 April

Send registrations to:

Digital Publishing Forum
PO Box 78-224
Auckland 1245
NEW ZEALAND
web: digitalpublishing.org.nz
Phone: +64-9-529-9573
Fax: +64-9-529-9572
reservations@digitalpublishing.org.nz

Attendee Information

Dr/Mr/Mrs/Ms:	
First Name:	
Last Name:	
Position:	
Company:	
Postal Address:	
Suburb	
City:	
Postcode:	
Email:	
Phone:	
Fax:	

Special Requirements:

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NOTES

EARLYBIRD DISCOUNT. To qualify, delegates or their organisations must be full current members of **BPANZ or the NZ Society of Authors only.**

ACCOMMODATION. Accommodation is available at each location and should be booked directly with the venue. See digitalpublishing.org.nz/events for details.

CANCELATIONS AND SUBSTITUTIONS. Substitutions are permitted without further charge, please advise details of new delegate. For cancellations, a full refund is available for cancellations received before 16 March 2009. For cancellations received after that date, there is a charge of \$50+GST. No refund is payable on cancellations received with 24 hours of the event.

FURTHER INFORMATION. For further details, phone +09-529-9573, visit our website, or email reservations@digitalpublishing.org.nz.

Registration Fees

Conference Fee:	
Full Rate: (\$180+gst = \$202.50)	
Earlybird Rate ** (\$90+gst = \$101.25)	
Total Due:	

** Earlybird Registration due by **16 March 2009**. Earlybird rate is only available to members of BPANZ and the NZSA.

TAX INVOICE

GST Number 90-580-205

Payment Cheque (payable to Digital Strategies)

Credit Card

Mastercard

Visa

Note: Transaction will appear as "Paymate" on your credit card statement

Card Number:

Expiry Date:

Cardholder Name:

Signature:

Direct Credit (see below for details)

Paying by Direct Credit

Account Name: Digital Strategies Limited
Account: **02-0192-0045472-00**
Bank: BNZ
Branch: Newmarket

Please provide a reference that includes "DPF" and the first letters of your company name and/ or attendee name.