

## **Forest for the Trees – Writers & Publishing in 2013**

**Thursday 23 May, 10am – 4.30pm**  
**Metcalfe Auditorium, State Library of NSW**

*Forest for the Trees* is a one-day seminar looking at the current state of publishing for Australian writers. The seminar brings together writers, publishers, marketers, and agents to discuss what is happening in 2013.

Established writers Emily Maguire and Delia Falconer talk about the challenge of maintaining a career as a writer. Publishers, large and small, will talk about the creative avenues they are using to find and promote authors.

The conversation includes digital and independent publishing, as well as the challenges the industry is now facing. Self-published authors share how they manage being a writer, a publisher, and a promoter of their own work.

The day concludes with a case study looking at the creative approach one publisher is taking to promote a debut author. Hear from the writer, agent, and author about their unconventional strategy.

*Forest for the Trees* gives an industry perspective on where the writing world is in 2013.

**10.00 - 10.45am**

### **My Path Through the Forest**

A writer's life entails much more than just getting words on the page. Author and journalist, **Emily Maguire**, takes us through what she will be doing in 2013.

**10.45am - 11.30am**

### **Staying on the Path**

What does it take to get published and maintain a career as a writer? **Emily Maguire** discusses the winding path that novelist, non-fiction writer and academic, **Delia Falconer**, took to get her first book published and keep getting published.

**Break 11.30am – 11.45am**

**11.45am – 12.45pm**

**Hunting & Gathering: Australian Publishing Now**

Some publishers are getting very creative in the way they discover and work with their authors. We hear from Australian publishers **Kate Cuthbert** (Escape Publishing), **Alice Grundy** (Giramondo), **Shona Martyn** (Harper Collins), **Alison Green** (Pantera Press).

**12.45 -1.45pm**

**To Market, To Market**

Australian publishers and a bookseller speak about how they get the word out about authors and sell their work. **Brett Osmond** (Random House), **Anne Treasure** (Momentum), **Claire Miller** (Fremantle Press), **Haylee Nash** (Booktopia).

**Lunch 1.45pm – 2.30pm**

**2.30 - 3.30pm**

**The Author as Everything – Publisher, Printer & Publicist**

**Anna Maguire** (digireado) leads a conversation with self-published authors **Dionne Lister**, **Chris Allen**, and **Elisabeth Storrs** about how they manage getting their work published, printed and promoted while retaining their creative spirit.

**3.30 - 4.30pm**

**Exploring Growth – a case study**

Momentum is publishing **Adina West's** novel as a digital serial – experimenting with how best to sell an emerging author's work. We'll hear from the author, her publisher **Joel Naoum** at Momentum and her agent **Sophie Hamley** about how they decided to market this book, what worked, and what they wouldn't do again.