

Forest for the Trees – Writers & Publishing in 2014

Thursday 22 May, 10am – 4.30pm
Friends Room, 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, editors, and booksellers to discuss what is happening in 2014.

Crime writer Michael Robotham and debut novelist Eimear McBride talk about the challenges of maintaining a career as a writer. Publishers will discuss the creative avenues they use to find and promote authors.

The conversation will cover mainstream, digital and independent publishing ending with a panel of industry experts to shine some light on the year ahead.

Forest for the Trees gives an industry perspective on where the writing world is in 2014.

10.00 - 10.45am

My Path Through the Forest

A writer's life entails much more than just getting words on the page. Investigative journalist, bestselling ghostwriter, and award-winning crime author, **Michael Robotham**, takes us through what he will be doing in 2014.

10.45am - 11.30am

Staying on the Path – in conversation

What does it take to get published? **Michael Robotham** discusses the long and winding path that debut novelist, **Eimear McBride**, took to get her first book, published.

Break 11.30am – 11.45am

11.45am – 12.45pm

Pushing Your Own Cart

These days promoting your book is very much part of the author's role, whether self-published or by a large publisher. Established author **Kate Forsyth**, debut novelist **Kirsten Krauth**, and self-published author **Darrell Pitt** discuss with **Natalie Costa Bir**, University of Sydney's Digital Producer, how they promote their books and keep readers engaged.

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. **Kelly Fagan, Publicity Manager, Harper Collins; Louise Sherwin-Stark, Sales & Product Director, Hachette; Mark Harding, Digital Marketing Executive, Momentum; Helene Byfield, English Books Dept Manager, Books Kinokuniya**

Lunch 1.45pm – 2.30pm

2.30 - 3.30pm

Hunting & Gathering

How do publishing houses find new authors and what are they looking for? Are competitions and development programs the new pathways to publication? Join **David Henley (Author & Creative Director, Seizure)** with **Robert Watkins (Commissioning Editor, Hachette)**, **David Winter (Senior Editor, Text Publishing)**, **Rose Michael (Commissioning Editor, Hardie Grant)**, and author **Inga Simpson**, recipient of QWC/Hachette Manuscript Development Program.

3.30 - 4.30pm

The Yellow Brick Road

Where is the publishing world heading and who knows what is down the road? We bring together a bunch of industry experts to shine a light on the road ahead. Led by **Andrea Hanke, Editor-in-Chief at Books+Publishing** with **Lou Johnson, Managing Director, Simon & Schuster; John Purcell, Head of Marketing, Booktopia & author; Brett Osmond, Marketing & Publicity Director and Head of Digital, Random House; Julie Pinkham, Managing Director, Hardie Grant** and **Michael Robotham, Author**