

PUBLISHING SYMPOSIUM

• Friday, 29 September •
• Palace Theatre • Western Development Museum •
• Saskatoon •

Are you a writer drafting your first marketing plan? A publisher looking for new angles for how to sell the next book? The Saskatchewan Writers' Guild and SaskBooks are partnering to offer writers and publishers a chance to learn about how to sell book(s) better. Is direct marketing your best option? How do you get your book into a bookstore? How do you get the bookstore to love your book? Does it really matter what it looks like?

This session covers topics such as how to get ISBNs and bar codes, figuring out P&L statements, Metadata, production and marketing grants, contracts and royalties, working with publishers to market your book, and more.

1:00 PM **The Business of Publishing**



Jillian Bell (SaskBooks) will talk about the business of book production and marketing you need to know in order to make sure your book is seen on the physical and virtual shelf. Jillian will discuss how and when the SWG and SaskBooks can help with the process.

2:00 PM **How to Sell Your Book(s) (Better)**

Moderated by Jillian Bell, each of the following panelists will provide a 20 minute presentation about their experiences with book marketing, from a few fundamental truths about what attracts buyers, to what works best to get that book where it needs to be.



Bernadette Wagner, Touring Author Extraordinaire



Betsy Rosenwald, Designer



Robin Karpan (Parkland Publishing), Self-Publisher

Karen Bolstad & Don Purich (Purich Publishing), Submission-model Publisher



Caroline Walker (McNally Robinson), Bookstore Professional

Presented by SaskBooks and the Saskatchewan Writers' Guild - This event is free, but space is limited so please register in advance at skbooks.com/publishing-symposium.

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