



2017 Annual General Meeting & Conference

Join SaskBooks for our annual conference, **June 15 and 16 in Saskatoon, Saskatchewan**. Conference sessions begin at noon in the stately Delta Bessborough Hotel on Thursday, 15 June with Industry Updates while we nosh, followed by presentations and discussions with **Arthur Slade** on social marketing, and **Luanne Schlosser** on slander, libel, and defamation law for publishers. You'll want to register early to confirm your spot for a riverboat **dinner cruise** and social on the Prairie Lily Riverboat. Floating dignitaries and sailing always make for great conversation!

Friday, 16 June we change the venue to the historic Wanuskewin Heritage Park, for sessions on marketing with **Zoe Grams** of **ZG Communications** of Vancouver. We'll share a hearty lunch and wrap up our afternoon session with a publishers' **Dream Big Roundtable** discussion about their challenges and successes, their wishes and fears, and what they would do if they had the capacity to do it.

Take advantage of the **early registration discount** - only \$75 per person from publishing houses with memberships in SaskBooks or any of our sister affiliates (ABPBC, AMBP, BPAA) until 1 June 2017. Regular registration fees are \$100 per person for members and affiliate members. Not a member of a provincial publishing association? That's okay! Early registration for non-members is \$125 until 1 June 2017 and Regular registration (2 - 12 June) is \$150 for non-members. Your registration fees include two lunches, a breakfast, and did we mention the dinner cruise on a riverboat?

Registration will remain open until **Monday, 12 June** at 5:00pm.

If you are a member of SaskBooks or any of our sister affiliates (ABPBC, AMBP, BPAA), are located at least 100km from Saskatoon, and are registered for the annual conference, you may apply for a travel subsidy of up to \$100 for an individual (maximum 1 per firm) or a \$200 travel subsidy for 2 or more attendees from your firm. There are a limited number of travel subsidies available and they will be assigned in order of receipt of paid registration. You must provide copies of travel expenses and a completed travel expense claim form (available at the conference) before cheques will be issued. Expenses claimed after 30 June 2017 or for travel expenses outside of the conference dates are not eligible.

Conference Schedule

Thursday, 15 June Delta Bessborough Hotel	
8:30-10:15	Board Meeting
10:30-12:00	Annual General Meeting
12:00-1:00	Lunch & Industry Updates: Ron Sirois, STF (Curriculum Review); Courtney Bates-Hardy
1:15-3:15	Social Media, Newsletters and other up-to-the-minute ways to Sell Online Arthur Slade
3:30-5:00	Slander and Libel and Defamation, oh my! Luanne Schlosser, Associate, Miller Thomson LLP
6:00-8:00	Prairie Lily Riverboat Dinner Cruise (depart Bessborough at 5:30) Greetings from Friesens and other dignitaries

Friday, 16 June Wanuskewin Heritage Park Paskwaw Room	
9:00-9:30	Breakfast
9:30-11:00	How to Get Lots of Folks out For Your Events (Zoe Grams)
11:15-12:30	How to help your authors market their books (Zoe Grams)
12:45-1:30	Lunch
1:45-3:15	Dream Big Roundtable

Sessions

See the Schedule for session times

Thursday, 15 June 2017

Kelsey Room, Convention Level, Delta Bessborough Hotel, Saskatoon

AGM

Closed session for members of SaskBooks' Annual General Meeting

Social Media, Newsletters and other up-to-the-minute ways to Sell Books OnLine

Join master of internet geekery, Arthur Slade, in a rollicking adventure story about the best methods to use social media for marketing books. He'll include frank discussion about the power of Facebook and Facebook advertising, Twitter, reviewer-grabber tools, shared campaigns and--the one method to rule them all--newsletters. He'll give concrete details about his self-publishing adventures, including the lessons learned from publishing Amber Fang, his latest successful foray into the self-publishing world.

Slander and Libel and Defamation, oh my!

What is a publisher to do when faced with a manuscript that contains thinly veiled references to a spectacular court case or a well-known public figure? What if your author tells a story of abuse, mismanagement, or fraud? How can you make sure you're covered from legal action? Join Luanne Schlosser and articling student Jordyn Allan, to learn all you can about protecting yourself from lawsuits.

Rollin' Down the River

AHOY! It's all hands on deck for the SaskBooks Riverboat Excursion on the South Saskatchewan. Bring your eye patches and your appetite for this dinner cruise and social event aboard the Prairie Lily Riverboat.

Industry Updates

Ron Sirois, Learning Resources Consultant, Saskatchewan Teachers Federation

Courtney Bates-Hardy, Executive Director, Saskatchewan Book Awards

Friday, 16 June 2017
Wanuskewin Heritage Park Paskwaw Room

Promoting events

Successful launches or events can often become the backbone of sales for a book. This talk with Zoe Grams from ZG Communications looks at tried and tested techniques for encouraging attendance, building audiences, and running a successful event.

Helping your authors market their books

In this ever-competitive age, authors self-promoting themselves and their titles is an essential part of a successful book marketing strategy. Zoe Grams' workshop offers a range of practical suggestions for tools authors can use to promote their books, and how publishers can offer support and motivation to encourage this.

Dream Big Roundtable

In this no-holds-barred roundtable discussion, we invite conference attendees to think about what they would do if they had all the support they needed. What if you had an 'endless currency pool' and money were no issue? Share your big dreams (and share your biggest challenges). Pitch the book you've always wanted to publish, but couldn't take the risk. The bigger, the better.

Industry Updates

Donovan Bergman, Friesens Book Division - Exciting Adventures in Book Printing

Presenters & Speakers

Courtney Bates-Hardy, ED of Saskatchewan Book Awards, is also a recently published poet and an expert on fairy tales. Her debut collection, *House of Mystery* was published by Kelp Queen Press in 2016. She holds a Master's degree in Creative Writing from the University of Regina. She occasionally reviews books and also works as a freelance proofreader.

Donovan Bergman is a sales representative at Friesens Book Division (Altona, Manitoba), working with customers from Thunder Bay to Alberta, including the Yukon and Northwest Territories. He graduated from the University of Manitoba with a Bachelor of Commerce degree in 2002 and has spent most of his time since then working for Friesens in both customer service and now in sales. He and his wife are the proud parents of two growing boys, and loving persons to two guinea pigs who like to watch cartoons.

Zoe Grams is principal of [ZG Communications](#): a marketing agency that works with publishers, authors, and socially conscious ventures across Canada. Prior to founding ZGC, Zoe managed a

range of national and international campaigns for PR agencies in the UK and Canada before joining D&M Publishers. Her writing appears in publications on both sides of the Atlantic.

Luanne Schlosser's practice focuses on intellectual property and information technology law. She regularly advises clients on copyright, trademarks, domain name protection and disputes, licensing and commercialization strategies, and other intellectual property transactions.

Her practice also focuses on corporate law and governance and commercial law, ranging from startups and small businesses to multinational public companies. She advises clients on a broad spectrum of matters including structuring, reorganizations, acquisitions, divestitures, and ongoing general business matters. She is also a certified Irish Dance Teacher and sits on the Dance Saskatchewan board.

Ron Sirois, Learning Resources Consultant at the Saskatchewan Teachers Federation, is the go-to guy for getting books in the Saskatchewan Curriculum resource list.

Arthur Slade has just finished his tenure as the Writer-in-Residence at the Saskatoon Public Library. He has also served as Writer-in-Residence at the Regina Public Library, and as the official Ambassador of Writerly Things to many people. His nineteen (so far) much-beloved books and graphic novels include (but are not limited to) *The Hunchback Assignments* (which won the TD Canadian Children's Literature Award), *Dust* (for which he won the Governor General's Award), *Monsterology*, *Villainology*, *Jolted*, and, most recently, *Amber Fang*. Slade does all of his writing on a treadmill desk. And he listens to heavy metal. At the same time.

Registration

Complete one form for each attendee

Name of Participant	
Organisation	
Address	
Telephone	
Email	
Member of (circle one)	ABPBC AMBP BPAA SaskBooks (SPG) Non-Member
Allergies or food sensitivities:	

Register at the **Member Rate**: \$75 per person before 1 June 2016; \$100 per person after

Register at the **Non-Member Rate**: \$125 per person before 1 June 2016; \$150 per person after

Send registration form and payment to SaskBooks. **Please make cheques payable to Saskatchewan Publishers Group or request a PayPal invoice to pay by credit card.**

Registrations will not be accepted after Monday, 12 June 2017.

For more information, contact

SaskBooks

324-1831 College Avenue

Regina SK S4P 4V5

(306) 780-9808 or (306) 780-9811

Fax: (306) 780-9810

Email: bniskala@saskbooks.com