

To market, to market

Working with marketing and publicity requires a particular approach to process, people and, of course, language.

This workshop will explore the influences at work in marketing and PR, and how editors can work for clients as diverse as self-publishers, publishers, marketing and PR firms. It will also look at how we market ourselves. The workshop will cover the following questions and more:

- When does promotion begin? What's involved in getting an idea, a book, a campaign, a service to the right audience?
- How can an editor help the writer persuade their audience?
- How can editors tailor language for the market? What's the right promotional copy?

We'll look at how to research the market and turn advertising jargon into persuasive suggestion.

The workshop will cover the editor's role in providing just what marketing and publicity teams need. Notes, lunch and refreshments will be provided.

Date: **Saturday 29 March 2009** | Time: **10.30 am to 4.30 pm** | Cost: **\$195 incl. GST**
Venue: **Benledi, 186 Glebe Point Road, Glebe** | Presenter: **Shelley Kenigsberg**

Shelley Kenigsberg has worked in publishing for some 25 years, coordinating the Book Editing and Publishing program at Macleay College for the past 17 years.

Transport: Unrestricted weekend parking is available on the streets that run off Glebe Point Road.

Bus routes: 370, 432, 433, 431. Light rail station: Glebe.

Bookings and payment for Edit + To market, to market

Bookings close Tuesday 25 March 2009

Please send this form with a printed receipt (if paying online – see below), or a cheque or money order, made out to **Professional Editors' Association (NSW) (Inc.)**, to **PO Box 517 Glebe NSW 2037**.

Payment can be made online to PEA's Commonwealth Bank account:

Professional Editors' Association NSW Incorporated **BSB 062-172 Account number 10329020**.

Note: Please include the reference 'MKT', followed by your surname, when you submit payment.

Name: _____

Email address: _____

Phone contact: _____

Special dietary requirements: _____