



St. Louis Publishers Association

2010 Meeting Schedule

St. Louis
Publishers Association
P.O. Box 410182
St. Louis, MO 63141

Membership Chairman
Christine Frank
314-205-2679

Meeting topics are
subject to change.
Always check our
web site for most
current information.

stlouispublishers.org

Monthly meetings
are FREE for current
SLPA members

Guests are welcome
\$10 at the door

Jan 13 **Keeping it Legal in the Digital Age**

We begin the new year with one of our most popular panels—the Intellectual Property Attorneys, focusing on all things electronic and how the law affects and protects what you do in digital space.

Feb 10 **Meet the Media**

Learn directly from local radio and TV professionals how to create a newsworthy spin to get you on the air, plus tips for giving a successful radio/TV interview.

Mar 10 **Book Coaching**

Ever feel like you need a mentor to guide you through the minefields of publishing? Maybe you need a Book Coach. Find out how a coach can help you or how you can become one.

Apr 14 **Book Trailers – Bringing your Book to Life**

Films have long been promoted by creating small “samples” called trailers. Since video has become such a powerful force online, it’s time to bring your book to life with a book trailer.

May 12 **Publishing Predators**

Who *are* those nice companies that will “publish your book” for you? This meeting untangles the mystery of subsidy publishers and print-on-demand, so you can decide which path is right for you.

Jun 9 **Building a Strong Author Platform**

When someone buys your book, they’re buying YOU and the many ways you reach people. Learn what to do, when to do it and how to connect with your audience without spending a fortune.

Jul 14 **Marketing by Genre**

Not all books should be sold the same way! Find out how to reach the readers who want buy YOUR books without wasting your time and money.

Aug 11 **Getting your Books to Market**

How do books go from publisher to retailer? Find out what to look for when using distributors and wholesalers, and learn to save time, money and effort if you handle book orders on your own.

Sep 8 **Publishing E-books**

How does one publish a book in these days of digital downloads and Kindle? And what is Smashwords, anyway? Find out how people publish without paper and get e-books to their readers.

Oct 13 **Octopus Marketing**

To make an impact on the Web, stretch your promotional arms in many directions—be seen and discovered by people who are looking for the kind of stuff you create. Come learn how to do it.

Nov 10 **Good, Fast and Cheap? Ask the Printers**

Can you have all three? A panel of printers will discuss how to get the best books for the best price. They’ll answer your questions about digital, offset, offshore, black & white, color printing and more.

Dec 8 **Getting Professional Book Reviews**

Book reviews can help create success, but you need to be in the right place at the right time to get them. Our experts share strategies and tips and answer questions on how to make it happen.

MEETING TIME, DATE & LOCATION:

We meet on the second Wednesday of the month
at The Richmond Heights Community Center at 8001 Dale Avenue, St. Louis, MO 63117
(just south of I-64/Hwy 40, just east of Hanley Road).
Doors open for networking at 6:30 PM, meeting begins at 7:00. The formal meeting
concludes about 8:30 with networking continuing after the meeting.