

## *APA Professional Development Workshop 2007*

### *Seeking and Managing Permissions*

<b>Melbourne:</b>	<b>Friday 16 November</b>	<b>9.30 am - 4.30 pm</b>
<b>Sydney:</b>	<b>Monday 29 October</b>	<b>9.30 am - 4.30 pm</b>

Would you like your permissions procedures to be more efficient? What about less expensive? Would you like to know more about current copyright laws?

This one-day workshop, presented by people with experience in the field, will provide a much needed opportunity to understand the importance of good permissions management and how and where you can manage the workflow to meet obligations.

There will be practical examples and cases to work through that highlight typical permissions problems. You will leave the day with more confidence, and with a better understanding of the legalities of copyright and the ways to re-assess your processes to make life easier.

#### **Presenters:**

**Ian McDonald:** Ian McDonald is a senior legal officer with the Australian Copyright Council. He is a graduate of the University of Sydney, with Bachelors degrees in both Arts and Laws, and a Masters degree in English literature. Ian has been with the Copyright Council since early 1994, advising clients on copyright and moral rights issues, writing and publishing extensively on the topics, and presenting talks and lectures on these areas of intellectual property.

**Gillian Cardinal,** Rights and Permissions Manager, Oxford University Press. Gillian has worked in both picture research and permissions clearance in the publishing industry for 22 years. With Karen and Cara, she is a founding member of the Australian Picture and Copyright Association (APACA). APACA is a professional association for those working in picture research and copyright clearance within Australia; it will be celebrating its first birthday in December. To learn more about APACA visit [www.apaca.org.au](http://www.apaca.org.au)

**Karen Forsythe,** Owner and Manager, Copper Leife. Copper Leife is a publishing services business, which for the past nine years has specialised in photo research, artwork and visuals procurement, and intellectual property reproduction permissions for both the educational and trade markets.

**Cara Gould,** Intellectual Property Manager, Curriculum Corporation. Cara's focus is on developing policy and systems for managing rights and licensing (including for digital content). Cara has ten years' experience in publishing and previously worked for Macmillan Publishers and Oxford University Press.

#### **Topics covered will include:**

- The legal framework: copyright and moral rights, including the 2006 amendments
- Why permissions management is important - and the argument for better systems
- Pre-production procedures to help steer permissions clearance on the path to success
- Processes for requesting and tracking permissions
- Systems infrastructure to support permissions processes
- Tips for negotiating with copyright owners
- Hints for managing freelancers
- Common pitfalls and techniques for troubleshooting

**Key Learning Outcomes:**

At the end of the day, participants will:

- be able to evaluate when there's a copyright or moral rights issue, and when a clearance or consent will be needed
- be in a position to identify improvements to processes and systems to achieve best practice
- possess techniques that work for negotiation
- be equipped with enhanced skills to communicate with in- and out-of house stakeholders
- and leave the seminar with enthusiasm and practical ideas for managing permissions better day-to-day.

**Who should attend:**

Anyone involved in seeking permissions and/or photo research and those interested in improving their current permissions processes. Permissions officers, managers, researchers; editorial assistants; project and development editors; acquisitions editors; publishers; authors.

And always – those from other areas of publishing wishing to improve their knowledge of the aspects of book publishing they have always wondered about...

**Venues:**

**Sydney: Monday 29 October 9.30am – 4.30 pm**  
*Venue:* Medina on Crown, 359 Crown Street, Surry Hills, NSW 2010  
Tel: 02 8302 1000

**Melbourne: Friday 16 November 9.30am – 4.30 pm**  
*Venue:* Seasons Botanic Gardens, 348 St Kilda Road, Melbourne VIC 3004  
Tel: 03 9685 3000

**Cost (GST inclusive):**

\$ 290 APA members, APACA members, Society of Editors & Society of Authors members.  
\$ 360 Non-members

**Lunch and refreshments are included on this course.**

**TO REGISTER:**

**Fill in the registration form at [http://www.publishers.asn.au/training.cfm?doc\\_id=478](http://www.publishers.asn.au/training.cfm?doc_id=478)**

and fax FAO Dee Read to 02 9281 1073 or email to [dee.read@publishers.asn.au](mailto:dee.read@publishers.asn.au)

**For more information please e-mail Dee or phone: 02 9281 9788**