

corrugated lines

A FESTIVAL OF WORDS - BROOME - 11-13 AUGUST 2017



CORRUGATED LINES 11 – 13 AUGUST

We hope to see you at this year's CORRUGATED LINES FESTIVAL OF WORDS. As usual we have a great line-up of talented presenters and a terrific variety of activities.

Backroom Press events for this year:

- Ten Word Love Story, an online competition
- Street Library at the Broome Visitor Centre
- Danielle Binks Mentoring Sessions and Short Story Workshop at the Broome Public Library
- Speed Scrabble and Book Stall at the Courthouse Markets

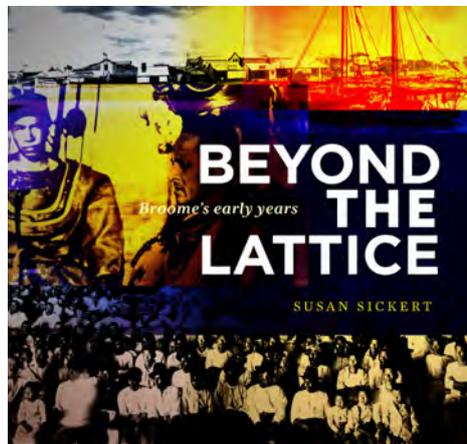


Other Highlights include:

- Sarah Drummond, WA author of *Salt Story: of sea dogs and fisherwomen* and *The Sound*, a work of historical fiction.
- Missy Higgins, prominent Australian singer-songwriter
- Kim Mahood, multi-award winning writer and artist
- Mike McCall, professional actor, director and writer for stage and screen
- Bruce Pascoe, Australian Indigenous best-selling writer

The full program will be available on our website closer to the event.

2017 RELEASES 2017 RELEASES 2017



Backroom Press is pleased to announce that we have two titles in the pipeline: A beautiful re-publication of *Beyond the Lattice: Broome's Early Years* by Susan Sickert, and *Storm Pearl*, the latest offering from our best-selling children's author, Kerry Anne Jordinson. We are working towards a release for both titles this year.

PLANNING AND MARKETING

In February the management committee gathered to get to know our new members and outline plans for the year ahead. Several ideas for professional development to upskill the committee were discussed, such as editing and book-design workshops.

Each committee member outlined her skills and interests to make sure she could be allocated the tasks that would most suit her. For example, Suzie has experience in events management, Deb has interest in marketing and social media.

In the interests of succession planning we agreed to find a new location for the Backroom Press office.

The team held a special meeting in May to develop a marketing plan.

We built on training delivered by Beth Kallman Werner from Authorconnections in the USA. She had previously spoken to us via Skype and outlined the four principles of marketing: Product, Position, Price and Promotion. Joyce and Christine made the valuable contact with her when they attended the Small Publishers Network Conference last December.

We referred to notes about publishing and promotions supplied by Danielle Binks, who produced marketing plans for Our Friends the Termites and SAFE Ruby for Backroom Press.

New committee member Deb Courtney, with her experience and special interest in marketing, provided insights into social media opportunities.