

Program Description

ACP's Publishing 101 Webinar and Discussion Series provides overviews of basic publishing knowledge and practices to new publishers, junior staff at publishing companies, and those interested in jumpstarting their career in the publishing sector—anyone interested in learning more about the business side of publishing. The series aims to be approachable, to provide expertise from trusted sources within the industry, and to offer a forum for emerging industry professionals to discuss their own experiences and perspectives.

This year, ACP is introducing four topics in the Publishing 101 series: Law and Copyright, Digital Book Conversions and Production, and Metadata I and II.

Sessions will take place **Thursdays at 1:00 pm ET via Zoom from November 3, 2022 – November 24, 2022**. Attendees are encouraged to include their questions to presenters in the registration form below, and may freely ask questions and provide comments during the discussion period of each session. Each session will last approximately **90 minutes**.

Publishing 101 is offered **free of charge** and is open to anyone working in—or interested in learning about—the publishing industry. Please share this notice with your network! We encourage registrants to commit to attending all four webinars to allow for knowledge building between sessions and to promote connections between participants. **Note also that sessions will be recorded and shared with registrants following the final session.**

[Register here for Publishing 101!](#)

Registrants may wish to review previous sessions, which are available on our [archive site](#). Access will be shared with registrants ahead of the start of our program and can be requested at any time by contacting [ACP staff](#). By registering for Publishing 101, you acknowledge that sessions are being recorded and will be archived publicly for current and future Publishing 101 registrants, for the reference of ACP members, or in support of other ACP programs and initiatives.

All Publishing 101 registrants should review [ACP's Code of Conduct](#) ahead of participating.

If you have questions about the program, please contact [Jazz Cook](#), Membership Services Manager.

Program Schedule

Week 1: Publishing Contracts in Detail

Session Leads: Grace Westcott (Westcott Law), Glenn Rollans (Brush Education Inc.)

Thursday, November 3, 2022 – 1:00 – 2:30 pm EDT

In this session, we explore what makes a publishing contract work within Canadian and International copyright law. Using ACP's sample contract commissioned from Westcott Law as the foundation for the session, we share the following:

- Who should new publishers consult when creating their own contract?
- What elements of a publishing contract are negotiable? Which are non-negotiable?
- What should publishers consider when dealing with book publishing contracts and copyright in Canada?

See also: [Contracts & Royalties with Matt Williams](#); [Rights & Licensing with Judy Brunsek](#)

Week 2: Digital Book Conversions and Accessible eBook Production

Session Lead: Jen R. Albert (ECW Press)

Thursday, November 10, 2022 – 1:00 – 2:30 pm EST

You've edited, designed, and typeset your book, and it's ready for print—but what about digital editions? This session shares the technical know-how for publishers and production staff to prepare manuscripts for creating accessible ebooks and digital editions, and touches on the following topics:

- What do publishers consider when preparing ebooks?
- How early in the production cycle should this process begin?
- How can we make digital accessible to all readers?
- What resources are available for professionals to access for further support?

See also: [Distribution, Inventory Management, US Sales, and Workflow with Margaret Bryant](#)

Week 3: Metadata I: Basic terms and creation

Session Leads: Tom Richardson (BookNet Canada), Brendan Ouellette (Annick Press)

Thursday, November 17, 2022 – 1:00 – 2:30 pm EST

In our first of two sessions on metadata, we review the basics of book metadata. Along with providing a walkthrough of a recent publication's ONIX file, we focus on the following:

- What is metadata?
- What metadata standards are commonly used today?
- How do publishers create and distribute metadata?

See also: [Book Marketing with Judy Brunsek](#); [Distribution, Inventory Management, US Sales, and Workflow with Margaret Bryant](#)

Week 4: Metadata II: Sales, distribution, and marketing

Session Leads: Amanda Lee, Brendan Ouellette (Annick Press)

Thursday, November 24, 2022 – 1:00 – 2:30 pm EST

In our second metadata session, we see what happens to book metadata once it is released to the marketplace, pre- and post-publication. In revisiting metadata's role in sales and marketing practices today, we answer the following:

- Does metadata influence booksellers' purchasing decisions?
- How can metadata make your books more discoverable by readers?
- How do publishers keep metadata current after titles have been published?

See also: [Book Marketing with Judy Brunsek](#); [Sales and Marketing in Canada with Saffron Beckwith](#)

Biographies

Grace Westcott

Grace Westcott practices commercial law with Westcott Law, a boutique law firm focusing on copyright and the cultural industries, with an emphasis on publishing. She is the president of PEN Canada, a writers' organization for freedom of expression, the Canadian centre of PEN International. She is a governor of the University of Toronto, chair of the Scarborough Campus Council, member of the Quadrangle Society of Massey College and chair of the Toronto Legacy Project (Toronto's "Blue Plaques" program, in partnership with Heritage Toronto). She holds a BA and LLB from the University of Toronto and a Masters of Law from Columbia Law School.

Glenn Rollans

Glenn Rollans is Publisher and owner of Brush Education (a higher-education publisher based in Edmonton) and owner of Freehand Books (a literary publisher based in Calgary). His experience includes serving as the Director of the University of Alberta Press, co-owner of Les Éditions Duval / Duval House Publishing (a K-12 publisher based in Edmonton), Co-director of the Business of Publishing program (University of Chicago), Director of the Banff Publishing Program (Banff Centre), Co-chair of Access Copyright, President of the Book Publishers Association of Alberta and President of the Association of Canadian Publishers. He serves as the representative of the Canadian Copyright Institute to the Standing Committee on Copyright and Related Rights of the WIPO, and on the Copyright Committee and the Copyright Policy Working Group of the International Publishers Association.

Jen R. Albert

Jen Albert is production editor at ECW Press in Toronto and contributes to ECW's digital publishing program, which has a strong focus on accessibility. Jen also acquires science fiction, fantasy, horror, and speculative fiction at ECW. Jen has been nominated for the Hugo Award, the Ignyte Award, the Aurora Award, the World Fantasy Award, and has won the British Fantasy Award for her editorial work.

Tom Richardson

Tom Richardson has been BookNet Canada's Bibliographic Manager for more than a decade and is a friend to all ONIX producers and users. Prior to working at BookNet he did marketing for University of Toronto Press and Firefly Books with a focus on metadata. Tom fondly remembers when dBase IV was going to revolutionize publishing.

Brendan Ouellette

Brendan Ouellette is the digital project manager at Annick Press, a publisher of books for toddlers to teens, where he oversees digital marketing and the production of ebooks, audiobooks, and metadata.

Amanda Lee

Amanda Lee has worked in Canadian publishing for over 10 years and has held in-house metadata positions at House of Anansi Press / Groundwood Books and Dundurn Press. As an independent consultant, Amanda has worked on projects focused on using metadata and accessible publishing to ensure everyone looking for a Canadian book can get it. Those projects include creating metadata workflows for Canadian publishers, training publishers in enhanced metadata and digital distribution, creating enhanced metadata for better discoverability, researching the effects of specific pieces of metadata on sales of books, and more.