

## 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: The Ins and Outs of Book Design, Time Management for Small-to-Medium Presses, Financial Management, and Best Practices for Human Resources.

Sessions will take place **Wednesday afternoons via Zoom from October 23 – November 13, 2024**. 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 [Ishta Mercurio](#), Membership Services Manager. Program details are still being finalized and are subject to change.

## Program Schedule

### **Week 1: The Basics of Book Design**

Session Leads: Natalie Olsen (KissCut Design) and Ingrid Paulson

*Wednesday, October 23, 2024 – 12:00 – 1:30 pm EDT*

Font! Art! Colour! Spot Gloss! The cover of a book is the first thing a buyer sees, and so we try to make it as magnetic as possible while also representing everything that the book is. But the cover doesn't stand alone. Join Ingrid Paulson and Natalie Olsen as they walk us through the many choices that go into a good book design, and examine case studies that illustrate how cover choices are reflected throughout the entirety of the book and vice versa.

### **Week 2: Time Management for Small-to-Medium Presses**

Session Lead: Kelsey Attard (Freehand Books)

*Wednesday, October 30, 2024 – 12-1:30 pm EDT*

Editing, bookkeeping, art directing, creating multiple formats... The work involved in running a small press was already never ending, and it seems only to be increasing these days. But the combination of rising costs and stagnant sales makes it hard to hire extra help. How to find time for it all without sacrificing sleep and self-care and (dare we say it?) having any kind of a life outside work? Join Kelsey Attard, Managing Editor at Freehand Books, who will share tips on prioritizing your workload and burning through your to-do list without burning out.

### **Week 3: Financial Management**

Session Lead: Aymen Saidane (ECW Press)

*Wednesday, November 6, 2023 – 12:00-1:30 pm EST*

To come.

### **Week 4: Best Practices for Human Resources**

Session Lead: Andrew Martin (TBC)

*Wednesday, November 13, 2024 – 12:00-1:30 pm EST*

To come.

## Biographies

### Ingrid Paulson

Ingrid Paulson is a Toronto-based book designer. She began as an in-house designer at McClelland & Stewart and then art director at Raincoast Books. In 2003 she opened her own studio specializing in book design for a range of North American trade and academic publishers and art institutions, and from 2018 to 2024 she published beautiful modern editions of classic novels through her venture, Gladstone Press. She has received awards from both the AIGA 50 Books/50 Covers competition and the Alcuin Society, and her design work has been cited in numerous books and periodicals.

### Natalie Olsen

Natalie Olsen has been designing books for publishers across North America under the brand Kisscut Design for 15 years. Her work has been recognized in her home province by The Book Publishers Association of Alberta, as well as by Applied Arts magazine, PubWest, and The Alcuin Society. She is also the Art Director and Co-founder of Hingston & Olsen Publishing, makers of the Short Story Advent Calendar and other literary experiments.

### Kelsey Attard

Kelsey Attard is the managing editor of Freehand Books, a literary publisher in Calgary. She has a master of publishing degree from Simon Fraser University, and she has worked for more than fifteen years in Alberta's writing and publishing industries. She sits on the board of the Literary Press Group and the Book Publishers Association of Alberta.

### Aymen Saidane

Biography to come.

### Andrew Martin

Andrew has a background in professional, educational and trade publishing, on both sides of the Atlantic and he was also ED of Access Copyright. For the last 20 years he's run a consultancy practice focused on the cultural sector, along with (since 2022) running Lancaster House, a labour and employment law conference and publishing business. Currently he's been assisting ACP with the 2024 salaries survey.