



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

- A. **ParaNews** (What's happening)
- B. **ParaTips** (Guidance/advice on specific issues)
- C. **ParaResources** (Sources of helpful information)
- D. **ParaThoughts** (Editorial)
- E. **ParaFreebies** (Giveaways)
- F. **ParaCalendar** (Dan may be coming to visit you)
- G. **ParaHumor** (We saved the fun for last)

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A. ParaNews



1. HE WROTE 200,000 BOOKS (but Computers Did Some of the Work)

See

<http://biz.yahoo.com/nytimes/080414/1194765096348.html?.v=9>

2. BLOG STARTED ON THE AMAZON/BOOKSURGE POD REQUIREMENTS.

See

<http://www.amazontroopsurge.com/>

<http://www.prweb.com/releases/2008/4/prweb849384.htm>

2a. AUTHORHOUSE BOWS TO AMAZON PRESSURE OVER BOOKSURGE. See

<http://www.publishersweekly.com/article/CA6553255.html>

<http://www.publishersweekly.com/eNewsletter/CA6553292/2286.html>

3. AIRLEAF VICTIMS UPDATE

See <http://airleafvictims.blogspot.com/>

4. POSTAL RATE INCREASE MAY 12.

For all the adjustments, see

<http://www.usps.com/prices/welcome.htm?from=bannercommunications&page=prices>

<http://www.usps.com/prices/new-prices.htm>

5. THE PMA GRADUATE SCHOOL PRESENTS THE MIDSIZED PUBLISHER TECHNOLOGY CONFERENCE

- MAY 29, 2008

Over the past few years, the PMA Board of Directors has been working diligently to offer interesting opportunities to midsized and larger publishers. One of these offerings is our annual PMA Grad School, which will be offered on May 28, 2008 in Los Angeles. A professional facilitator will lead the group through many interesting topics of special interest and value to larger publishers. Details will be available at our website very soon.

For more information or to register, please visit our website at the following link:

<http://www.pma-online.org/gradschool/>

6. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Abu Dhabi, Albuquerque, Auckland, Birmingham, Cape Town, Dallas, Durban, Edmonton, Goleta, Hinckley (UK), Kuala Lumpur, Las Vegas, London (UK), London (ON), Los Angeles, Miami, Nashville, Natick, New York, Oklahoma City, Orlando, Paris, Phoenix, Pittsburgh, Reno, Sacramento, Salzburg, Scottsdale, Singapore, Sydney, Toronto, Valley Forge, Washington, Wellington, Teleseminars/Webinars (everywhere). (MORE to be announced soon).



See the ParaCalendar on these content-filled seminars, below. See ALL the listings. Dan will visit some states/provinces/countries several times.

<http://parapublishing.com/sites/para/speaking/calendar.cfm>

7. DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>

8. THE 2008 PUBLISHING UNIVERSITY

(May 27-29 at the Wilshire Grand Hotel, Los Angeles, CA.)

Do you know that Publishing University...

- Is the largest educational event for independent book publishers?
- Offers more than 80 class offerings in nine tracks over three days and half are new this year?
- Offers an advanced track and advanced classes for previous attendees and experienced publishers?
- Is attended by more than 600 publishers from around the world?
- Classes are taught by the best practicing professionals in book publishing?
- Teaches you to work the numbers before making decisions; analyze P&L and ROI; plan, budget and create a fiscally-sound company?
- Gives you insights and ideas you can use immediately?
- Helps you turn your dreams and passions into reality and put some hard-earned money in your pocket?

See the classes at <http://www.pma-online.org/pmau/2008/template.aspx>. Register at <http://www.pma-online.org/pmau/2008/registration.aspx>. Use Discount Code PMAU08 and save \$50. Fmi: 310-372-2732, e-mail: info@pma-online.org

9. FREE BOOKMOOCH SERVICE PUTS NOVEL SPIN ON BOOKS. See

http://www.news.com/8301-10784_3-9920774-7.html?tag=nl.e703

10. ROBERT MILLER EXPLAINS HARPERCOLLINS' NEW APPROACH.

Fascinating interviews confirm a large publisher is testing the smaller publisher model.

<http://www.JeffRivera.com/ROBERTMILLER1.htm> (about authors)

<http://www.JeffRivera.com/ROBERTMILLER2.htm> (about bookselling)

11. AMAZON REPORTS ON SALES

Sales in Amazon’s North America media group, which includes book sales, rose 21.7% to \$1.20 billion. Total company sales increased 37.1%, to \$4.13 billion and net income increased from \$111 million to \$143 million.

<http://www.publishersweekly.com/article/CA6554483.html?nid=2286&source=link&rid=>

12. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to

<http://parapublishing.com/sites/para/resources/newsletter.cfm>. Unsubscribe your old address and subscribe your new one.

To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

>**SEND YOUR NEWS ITEMS** to DanPoynter@ParaPublishing.com

NOW, SIT DOWN AND WRITE SOMETHING

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Do you have friends in the book business? Think how appreciative they will be if you forward this newsletter to them. Go on. Do it now.

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B. ParaTips



1. STOP IN AT AIRPORT BOOKSTORES

--Rick Frishman--Founder of Planned TV Arts,
<http://www.plannedtvarts.com>



It is almost impossible to get your book into an airport bookstore- right?

Well Not necessarily. Hudson's, Borders and other airport stores have limited room and only sell books that they feel are great for travelling folk. And almost all of the time you have to buy space in their stores. However... Go in and talk to the managers. Call them up. Tell them you are in their airport all the time and you would be happy to do a signing/lecture in front of their stores and lure customers in. I did this in 3 airport stores - in 3 cities in one day. The managers told me very few people ask to do this. Each store ordered about 50 books that I signed.

Try it- the worst thing they can do is say no. There are a lot of airports out there- and a lot of airport stores. Go forth and schmooze!

More tips at <http://www.rickfrishman.com>

2. MENTION YOUR PUBLICITY IN YOUR BOOK KIT, MEDIA KIT AND BROCHURES.

--Pam Lontos, PR/PR, <http://www.prpr.net>

Article and interview reprints are great to include in your book kit or media kit, but remember to mention your publicity in brochures and marketing materials. Whether it is an article you've published or an interview you've appeared in, it will help you gain greater credibility.



3. TIME TO GET FESTIVE!

--Clint Greenleaf, Greenleaf Book Group LLC, <http://www.greenleafbookgroup.com>

Not only is it time for authors to begin preparations for the publishing trade shows of 2008 (see last week's tip <<http://www.bigbadbookblog.com/2008/02/15/its-that-time-again/>>), but it's also time to sift through the bevy of spring book festivals. Book festivals are a great way to promote your title and put you in direct contact with book enthusiasts. This article from Publishers Weekly offers great information on 22 upcoming book festivals

<<http://www.publishersweekly.com/article/CA6532563.html?nid=2286&source=titl>

e&rid=2013349596> . Heed their advice and check out the festival websites for more information on which ones might be the right fit for you.



4. WHAT CAN THE PMA, THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU? See

<http://www.pma-online.org/memben.cfm>

<http://www.pma-online.org/membonly.cfm>



5. DO COLLEAGUES ASK YOU FOR BOOK ADVICE?

Tell them about our free InfoKits. Each will give them all they need—in writing. See <http://parapublishing.com/sites/para/resources/infokit.cfm>

6. BOOK EXPO AMERICA will be in Los Angeles, May 30-June 1.

Here are some BEA goals; How to make the best use of your time at the book fair. Go through the Publishers Weekly Show Edition (out in early May) and make up a Hit List in booth-number order. Plan B: use the Show Directory when you arrive on site. Also see <http://www.bookexpoamerica.com>

--Distributors. Visit each one. Search for those that represent books like yours. Get their catalogs.

--Wholesalers. Some years you can make appointments with Ingram and Baker & Taylor to show your books. Visit their booths and inquire. Make appointments and keep them.

--Printers. Visit your printer to touch base. Show your book or project to other printers and request bids.

--International booths. Visit the foreign publishers' association booths and ask for publisher contact info of publishers that publish books like yours. Contact those publishers re foreign rights when you return home. Some publishers will have their own booth at the fair. Look for a category match.

--Press Room. Drop off your promo material for display to the press.

--PMA. Place your book in the Publishers Marketing Association display and work the booth one-hour each day for experience.

--Network with other publishers of your category of book. Ask what is working for them.

--Parties. Attend every one and wear your badge. You never know where an important contact may be made. If you are not sure why you are at a party, it is because

a. You are making the best use of every minute because you have invested money in this trip.

b. You do not ask why, you just do what this newsletter tells you to do.

c. To buy Dan an adult beverage. ☺

Go to work as soon as the Hall opens. Work the ConCen from the back to the front; it will be far less crowded.

AND

Robin Bartlett's guide to working mega-trade shows, published in the PMA Independent, is something I re-read each year to prep.

<http://www.pma-online.org/scripts/shownews.cfm?id=1150>

7. TV EXPOSURE

--Marika Flatt, co-owner of PR by the Book, www.prbythebook.com

If you're looking for television exposure, you need a completely separate press release or pitch for TV outlets. The ideas you convey in your pitch need to clearly lay out how your segment can be visual. TV typically won't use you or your ideas if they aren't enticing in a visual way. Think of how



you can mold into the segments they typically have on their show. Lay those ideas out in your pitch, clearly and concisely.

8. WHAT DO I DO WITH THE BACK COVER? TELL ME PLEASE...!

--Kareen Ross, <http://www.BookCoverDesigner.com> 310-397-3408, covers@kareenross.com



Book covers are just one part of the book design process. Ask yourself, what part does the back cover play in the sale of my book? It's said the cover design brings them in, it's the hook....and the back cover sells them. Here is a list of what's needed for the back cover.

Parts to Your Books Back Cover: Use for fiction or non-fiction... the bullet points are mostly for non-fiction.

- 1. Category and price. This is usually the first line on the back cover.
- Price: This has several places on the back where it can be positioned.
- 2. Headline: What is the main benefit you want your readers to get out of your book.
- 3. First paragraph: is usually a descriptive short summary, collective of back up facts or statements.
- 4. Sub heading and Bulleted list: the sub heading leads you into the features, the bullet points.
- 5. The closing paragraph: one or two sentences to sum it up and call to action.
- 6. Author Photo and Bio: if there is room add a photo and short intro to the author or their company.
- 7. Testimonial: an endorsement from a well know person and what they think about your book.
- 8. Signature: company name and contact info, website and location if you want. Usually on the bottom left.
- 9. Barcode: usually positioned on the bottom right although there is no standard placement. Try to always know what your book price will be before you make it so the price can be in the barcode.

That's it. Keep doing something everyday towards your book ... More tips at <http://www.bookcoverdesigner.com> website and blog.

==SHARE YOUR TIP. Send it to DanPoynter@ParaPublishing.com

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Your colleagues in publishing would love to know about this newsletter. Why not forward it to them now?

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- [611](#) Newsletter Publishing; A Resource Guide
- [612](#) Bestsellers, What They Are & How To Make Them
- [613](#) Cook Books, Resources for Writing, Producing & Promoting Books on Food
- [614](#) Selling Books Through The Gift Trade
- [615](#) eBooks to eBooks, Creating Digital Reading
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- [631](#) Covers That Sell Books
- [632](#) Bookshelf, Selling Books From Other Publishers
- [633](#) Beyond Remainders
- [634](#) Selling Books In The United States
- [635](#) AudioBooks, Turning Books & Speeches Into Spoken-Word Tape & Disc Products
- [636](#) Insurance for Publishers; Protecting Your Book Company
- [637](#) Selling Books To The Military Market
- [638](#) Screenwriting: Fiction (theatricals) & Nonfiction (documentaries)
- [639](#) Autograph Parties & Signing Books
- [640](#) Book Promotion Made Easy: Event Planning, Presentation Skills & Product Marketing
- [641](#) Merchant Status: Credit Cards for Publishers
- [642](#) Large Print Books: Making your Work Easier to Read.

## **5. WANT TO DOWN LOAD DAN POYNTER'S BOOKS AS eBooks?**

See

<http://www.mobipocket.com/en/eBooks/searchebooks.asp?Language=EN&searchStr=dan+poynter&searchType=All&lang=EN&orderBy=best>

## **6. WHERE TO SEND REVIEW COPIES AND NEWS RELEASES.**

Advertising space is expensive. Editorial space is free. Use these lists to send review copies to magazines, newsletters, ezines, special contacts, and newspapers with subject-specific and book review columns. Review copies and news releases are your least expensive and most effective form of book promotion. For a current list of magazines and counts, see

<http://parapublishing.com/sites/para/resources/maillist.cfm>

Here is a list to show you what is available:

Count Description

|     |                                    |
|-----|------------------------------------|
| 21  | Accounting magazines               |
| 34  | Advertising magazines              |
| 53  | African American magazines         |
| 4   | Almanacs                           |
| 15  | Native American magazines          |
| 30  | Antique magazines                  |
| 27  | Architecture magazines             |
| 343 | Arts/literary/poetry               |
| 110 | Automobile magazines               |
| 291 | Aviation magazines (73 foreign)    |
| 29  | Banking magazines                  |
| 27  | Boats/boating magazines            |
| 48  | Building/Construction/Home         |
| 12  | Home-business magazines            |
| 764 | Business Magazines (62 foreign)    |
| 161 | Magazines for children             |
| 64  | Book, etc., columnists.            |
| 265 | Computer/Web Magazines and n/l     |
| 7   | Consulting magazines               |
| 330 | Consumer Magazines (24 fgn.)       |
| 328 | Cooking Magazines & columns        |
| 66  | Counter culture, new age           |
| 21  | Direct mail advertising Magazines  |
| 19  | Economics magazines                |
| 312 | Education magazines                |
| 51  | Electronics & video                |
| 24  | Energy magazines                   |
| 203 | Entertainment magazines            |
| 153 | Environmental Magazines & cols     |
| 17  | Expert witness/forensics Magazines |
| 196 | Farming & Gardening Magazines      |
| 53  | Fashion magazines                  |
| 128 | Financial magazines                |
| 241 | Physical Fitness magazines         |
| 20  | Gambling magazines.                |
| 47  | Gay & Lesbian magazines            |
| 53  | Gift magazines                     |
| 23  | Magazines for the disabled         |
| 637 | Health magazines                   |
| 35  | Health food stores                 |
| 222 | Hobby & crafts magazines           |
| 112 | Home decorating/remodeling         |
| 54  | Horse magazines                    |
| 60  | Humor magazines                    |
| 33  | Industrial magazines               |
| 25  | Insurance magazines                |
| 173 | Legal magazines for attorneys      |

- 42 Magazines for librarians
- 197 Lifestyle columns
- 81 Management magazines
- 99 Magazines for the media
- 117 Medical magazines
- 54 Magazines for men
- 418 Military (Base papers, magazines for retired personnel & mil. Magazines) (168 foreign)
- 109 Military attaches at foreign Embassies
- 214 Air Force, Navy, Marine & CG libraries
- 72 Motorcycle magazines
- 81 Film/movie magazines
- 143 Music magazines
- 286 New age magazines and contacts
- 6 Magazines-nonprofit organizations
- 18 Nursing magazines/newsletters
- 15 Office magazines
- 117 Outdoor magazines
- 68 Parachute & skydiving magazines
- 1543 Newspapers with book review & features columns. (472 foreign.)
- 70 Alternative newspapers.
- 153 Parenting magazines
- 80 Pet magazines
- 35 Photography magazines
- 57 Police: Law enforcement & correctional officers
- 212 Political magazines
- 258 Magazines for book publishers
- 54 Real estate magazines
- 65 Relationship magazines
- 736 Religious magazines
- 157 Magazines for salespeople
- 250 Science magazines (13 foreign)
- 233 Seniors: magazines for older people
- 26 Sewing magazines
- 7 Sex abuse magazines
- 88 Singles magazines & n/l
- 14 Social service magazines
- 458 Sports and leisure magazines
- 88 Magazines for youths/teens
- 431 Travel magazines & travel columns (10 foreign)
- 23 Trucking magazines
- 59 Vocation/Career magazines
- 216 Magazines for women

#### Fiction Reviewers

- 6 Mysteries
- 5 Romance novels
- 71 Freelance reviewers

456 Book review magazines

(Counts are constantly changing as we add to and correct the lists)

==SHARE YOUR RESOURCE. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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I dare you to forward this ezine to writers and publishers.

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# D. ParaThoughts

## APPROACHING THE BEA BOOK FAIR.—LESSONS LEARNED.

—Alan Canton, <http://www.adams-blake.com>



When you go to BEA ask not what you can sell TO it, but ask what you can take FROM it. Approach the show from the 20,000 foot level, looking to get a broad overview of where the industry is going, what others are making money at, how others have found niches to sell into. Go to learn what the technology will do to change things... and try to find out if there is a way you can use all this knowledge to better your competitive position. Don't go to sell books. What did I just say? Again, don't go to sell books! Go there to buy ideas. Don't go to make something happen. Go there to understand what will happen. Don't go there to sell your products or ideas, but go there to buy the ideas of others. You have this wonderful chance to see, touch, ask, learn, question, and network. And while you may seek one or two specific goals, don't be surprised if the compendium of information you glean from BEA coalesces into a terrific business idea that you can pursue in the near future. If you go to BEA with a buyers attitude, you will more than make up the money you spent being there.

==>SHARE YOUR editorial thought. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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Please Copy\Paste this newsletter into your email program and then send it to your colleagues in publishing. They will appreciate you.

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## E. ParaFreebies

1. **GRAMMAR.** See <http://www.englishchick.com/grammar/grindex.htm>

2. **BE THE FIRST TO KNOW**  
Get the breaking news—as it happens, delivered to your computer.  
Dan Poynter says “I have cancelled my newspaper subscriptions because the news comes sooner with LBN Elert.”  
Subscribe F-R-E-E at <http://www.LBNeIert.com>

3. **CREATE YOUR VERY OWN PASSIONATE WRITING LIFE**  
Sheri McConnell, founder of the National Association of Women Writers, is hosting her 7th Annual Event on April 23rd and 24th. This year's TeleSummit is focused on helping you Create Your Very Own Passionate Writing Life!

This event is completely f.r.e.e and even if you can't attend, make sure you sign up for the free audio files and our downloadable 2008 TeleSummit Workbook.

To register for this event, please visit <http://naww.org/blog/annual-2008-virtual-national-assn-of-women-writers-teleevent>.

==>**SHARE YOUR FREEBIE.** Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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Writers and publishers love this newsletter. Why not forward it to them?

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May 15. TELESEMINAR. Book publishing for professional speakers. The Writer-Publisher Professional Expert Group of the National Speakers Association. 10-11 AM Pacific time. Fmi: Pam Lontos, (407) 299-6128, Pam@prpr.net, <http://www.NSAspeaker.org>.

May 27-29. LOS ANGELES. PMA Publishing University. Nine tracks to choose from. More than 600 publishers expected. See the classes at <http://www.pma-online.org/pmau/2008/template.aspx>. Register at <http://www.pma-online.org/pmau/2008/registration.aspx>. Use Discount Code PMAU08 and save \$50. Fmi: 310-372-2732, e-mail: info@pma-online.org

May 30-June 1. LOS ANGELES. BEA Book Fair. <http://www.bookexpoamerica.com/App/homepage.cfm?moduleid=42&appname=288>

June 8 – July 8 ROUND-THE-WORLD SPEAKING TOUR

June 9. TORONTO. Turning Speeches into Books: the full New Book Model program in the afternoon plus The Book Game for Speakers, Extroverts & Others Who are Stalking Oprah in the evening. See <http://parapublishing.com/sites/para/speaking/speechdesc.cfm#professionalspeaking>. Toronto chapter of the Canadian Association of Professional Speakers. Contact Randall Craig, Randall@ptadvisors.com, (416) 918-5384.

June 14. AUCKLAND, New Zealand. Book writing, publishing & promoting. Fmi: Maria Carlton, maria@MariaCarlton.com, +64 (7) 853 9001, +64 (21) 849 948. <http://www.PhantomPublishing.co.nz>

June 16. WELLINGTON, New Zealand. PowerPoint Tips & Tricks: Illustrating Your Spoken Message with Multimedia. All about computers, remotes, which projectors are best for travel, AV carts, microphones, PA systems, labeling computers to speed setup, backup equipment, and more. This is not your usual 'how to use' or 'introduction to' PowerPoint. National Speakers Association of New Zealand, Wellington chapter. Fmi: John Faisandier, +64-4 476 8186, john@faisandier.co.nz, <http://www.nationalspeakers.org.nz/>

June 17 WELLINGTON, New Zealand. Book writing, publishing & promoting. Fmi: Maria Carlton, maria@MariaCarlton.com, +64 (7) 853 9001, +64 (21) 849 948. <http://www.PhantomPublishing.co.nz>

June 21-22. SINGAPORE. Book Camp with Dan Poynter on book writing, publishing and promoting. Fmi: Patrick Ang, +65-62419769, +65-98531380, PatAngLHL@singnet.com.sg. <http://www.danpoynter.com.sg/>

June 28. DURBAN, South Africa. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model programme. Fmi: Val Waldeck, +27 (0) 83 273 4700, vWaldeck@telkomsa.net

July 4. LONDON, UK. "How to Write, Publish and Promote Non-Fiction Books" - a seminar with Mindy Gibbins-Klein and Dan Poynter. Fmi: Mindy Gibbins-Klein, +44-(0) 845 003 8848, mindy@bookmidwife.com, <http://www.BookMidwife.com>.

July 7. MIAMI. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model program. 6:30 to 10:00 PM. Fmi: IME Enrichment Center, Manny Sarmiento, 8181 NW 36th St, #8-D, Miami, FL 33166, TICKETFL@aol.com, 1-305-477-7600, <http://www.imeglobalgroup.com>

July 22. TELESEMINAR. National Speakers Association/New York Chapter (virtual). David Goldsmith interviews Dan Poynter on "Your Book = More Speeches *and* More Income." 6:30-7:30 PM Eastern Time. FMI: (315) 682-3157, David@DavidGoldsmith.com, <http://nynsa.org/index.html>

July 25-17 EUGENE. Dates blocked.

August 2-8. NEW YORK. National Speakers Association (NSA) convention. <http://www.nsaspeaker.org>;

August 12. TELECONFERENCE. Publish Your First Book. NSA Academy. National Speakers Association. FMI: Michael Soon Lee, 800-417-7325, seminars@netvista.net.

August 20 – September 15 ROUND-THE-WORLD SPEAKING TOUR

September 5-6. SALZBURG, Austria. German Speakers Association (GSA). Fmi: Claudia Haider, +49 (0) 81 41 5 35 98 59, c.haider@germanspeakers.org
<http://www.germanspeakers.org/de/Convention2007.php> .
http://www.germanspeakers.org/de/documents/Flyer_Convention_USA_070601_ck_d.pdf

September 11-14. ALBUQUERQUE. Parachute Industry Association. Dan to speak on an aviation topic. See <http://www.PIA.com>

September 20. PITTSBURGH, PA. The Pittsburgh chapter of the National Speakers Association. Dan Poynter on Turning Speeches into Books. Fmi: Barbara Thompson, barbara@BarbaraThompson.net, (412) 851-4195.

September 25-28. VALLEY FORGE. 9th annual Express Yourself Authors' Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500.
<http://www.authorsconference.com/>

October 11. NATICK, MA. NSA/NE. A full day on book writing and publishing. National Speakers Association/New England chapter. Fmi: Dennis Mahoney, (617) 298-0404, dennis@dennismahoney.org, <http://www.nsanewengland.com/default.asp>

November 7-9. BIRMINGHAM, UK. Professional Speakers Association of the UK & Ireland. (PSA). Forest of Arden Hotel and Country Club, Meriden, Birmingham, UK. Fmi: Sue Cliff, admin@professionalspeakers.org, +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

November 20 – 23. SCOTTSDALE, Arizona. National Speakers Association (NSA/US) Fall Conference., [Doubletree Paradise Valley Resort](http://www.doubletreeparadiseparadisevalleyresort.com), Location phone: (480) 947-5400. Fmi: http://www.nsaspeaker.org/nsa_events/default.asp
The conference will focus on helping NSA members get results in their careers.

November 30 - December 2. TORONTO. Canadian Association of Professional Speakers (CAPS) Convention. <http://www.CanadianSpeakers.org>

December 14-15. ABU DHABI. Professional Speakers Association of the Middle East (PSA/ME). Abu Dhabi, UAE. Reg Athwal, Reg@RegAthwal.com, +971 (0) 43321837, <Http://www.PSAME.org>

2009

January 10. HINCKLEY, Leicestershire, UK. British Parachute Association, Annual General Meeting. Dan Poynter to speak on an aviation subject. Fmi: Martin Shutleworth, Martin@BPA.org.uk, 01 16 278 5271, <http://www.bpa.org.uk>

February 5-14. RENO. Parachute Industry Association Symposium. Fmi: Patricia Thomas, (813) 782-9242, pat@sunpath.com, <http://www.PIA.com>;

February 12 – 15. ORLANDO. NSA/US Winter Conference. [Disney's Coronado Springs Resort](http://www.disney.com). Location phone: (407) 939-1000. Fmi: http://www.nsaspeaker.org/nsa_events/default.asp
The conference will focus on helping NSA members get results in their careers.

March 14, EDMONTON. The Edmonton chapter of the Canadian Association of Professional Speakers. Turning Speeches into Books. Contact: Tammy DuPerron Tel: (780) 887-1722, tammy@fphs.ca, <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=323>

March 27-29. SYDNEY. 19th National Speakers Association/Australia convention. Fmi: 1-800-090-024, Secretariat@NationalSpeakers.asn.au, <http://www.NationalSpeakers.asn.au>

March 31 – April 1. KUALA LUMPUR. Malaysia Association of Professional Speakers (MAPS) convention. http://www.maps.org.my/events_up.asp. Fmi: Anthony Fernandez, 019 3160 444, anthony@maps.org.my

April 16-19. CAPE TOWN. 3rd Global Speakers Summit. South Africa. Fmi: Richard Mulvey, 0861 – 444888, richard@richardmulvey.com, <http://www.nsasouthafrica.co.za/>, <http://www.iffps.org/>

May 1-3. VENUE TBD. CSP/CPAE Summit. National Speakers Association (NSA/US). Fmi: <http://www.mynsa.org/events/fullcalendar.asp>

May 9. NASHVILLE. National Speakers Association/Tennessee chapter. Fmi: Raeus Cannon, raeus@CannonSystems.com, <http://www.nsatennessee.com/>, (615) 378-0120

May 23. LONDON, ON. Canadian Association of Professional Speakers/SW Ontario chapter. Dan Poynter on book writing, publishing and promoting. Fmi: Greg Schinkel (519) 685-2116, gschinkel@uniquedevelopment.com, <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=276>

May 25-27. NEW YORK. Publishing University by the Publishers Marketing Association (PMA). Fmi: info@pma-online.org, 310-372-2732 , <http://www.PMAonline.org>

May 28-31. NEW YORK. Book Expo America (BEA Book Fair), Javits Center. Fmi: <http://www.bookexpoamerica.com/>

July 18-21. PHOENIX. National Speakers Association (NSA/US) Convention. Phoenix, Marriott Desert Ridge. Fmi: 480-968-2552, <http://www.mynsasite.org/events/convention.asp>

November 13-15. LONDON (area). Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakers.org, +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

2010

May 31-June 2. WASHINGTON. Publishing University by the Publishers Marketing Association (PMA). Fmi: info@pma-online.org, 310-372-2732 , <http://www.PMAonline.org>

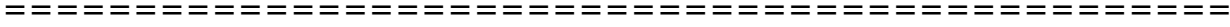
June 3-June 6. WASHINGTON. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 17-20 ORLANDO. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.mynsasite.org/events/convention.asp> <http://www.nsaspeaker.org/meetings/index.xpl>

2011

June 6-8. LAS VEGAS. Publishing University by the Publishers Marketing Association (PMA). Fmi: info@pma-online.org, 310-372-2732 , <http://www.PMAonline.org>

June 9-12. LAS VEGAS. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>



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