



Greenleaf VIP Book Marketing Weekend

Build your author platform. Sell more books. Focus on success!

PROGRAM 2019

Saturday 18 and Sunday 19 May

Maroochy Waterfront Camp & Conference Centre, 42 David Low Way, Diddillibah (Maroochydore) QLD 4559

SATURDAY

- 8:30am Arrival and Registration at the Conference Venue
- 9:00am Masterclass: [Developing Your Marketing Plan](#) with **Aleesah Darlison**
(Author, Guest Speaker, Marketer, Owner of Greenleaf Agency)
Aleesah Darlison shares her specially designed and highly valuable marketing plan with you, then with exercises, advice and prompts she leads you through the completion of the plan for your own book. You'll discover how to secure reviews, source speaking opportunities, and develop databases. Whether you're commercially or independently published, this session is a must if you're seeking fresh ideas to keep your book alive and selling well beyond release day.
- Includes Morning Tea*
- 12:00pm Lunch plus Pop-Up Bookstore – Book Sales and Signings
- 1:00pm Presentation: [Social Media Strategies and Online Promotion](#) with **Lizzie Henebery**
(CEO, Lizzie Henebery Consulting)
Social Media Marketing Guru, Lizzie Henebery, shares her wealth of knowledge about creating and managing your online profile. Lizzie outlines the key components of an effective social media strategy to create awareness, engage followers and promote your author brand. Her handy social media tips and tricks will prove invaluable to your digital marketing success.
- 2:30pm *Afternoon Tea*
- 3:00pm Presentation: [Cultivating Your Author Brand & the Importance of Networking](#) with **Zoe Sparks**
(Author and CEO of Spectacular Events & Shine Business Women)
How do you develop a positive 'Author Brand' and portray that image in the market? How do you break in and make connections with people who can help you develop your career? Marketing is all about image and personal presentation. And with the Australian publishing industry being so close-knit, it's crucial that you leverage every relationship you can. Zoe Sparks, CEO of Spectacular Events and Shine Business Women explains the importance of personal image and branding and the power of networking. She also explains key strategies for leveraging your own networks as an author.
- 4:00pm Free Time plus [Manuscript & Marketing Meetings](#) with **Aleesah Darlison**
(Author, Guest Speaker, Marketer, Owner of Greenleaf Agency)
Spend time writing creatively or developing your marketing plan further. Alternatively, pre-submit your manuscript or marketing concepts for face-to-face feedback with Aleesah Darlison. Each meeting runs for 15 minutes. Limited sessions available. Check submission guidelines for details.
- 6:00pm Buffet Dinner with Special Guest Speaker: [The Bookseller's Perspective](#) with **Annie Grossman**
(Bookseller & Owner of Annie's Books on Peregian)
A fun, informal and entertaining Q & A Session the Sunshine Coast's most popular and best-known bookseller, Annie Grossman, from Annie's Books on Peregian. Learn all about this tenacious and dynamic book detective, what it takes to be a successful bookseller in today's digital world, and how Annie has helped launch and support authors from all genres.

Greenleaf Events is part of the Greenleaf Press Group
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P R O G R A M 2 0 1 9

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SUNDAY

6:30am [Gentle Beginner Yoga and Meditation Session](#)

7:30am Buffet Breakfast

8:30am Arrival and Registration at the Conference Venue

9:00am Masterclass: [Seize the Day – Making Your Own Opportunities to Drive Book Sales](#) with **Michelle Worthington (Author, CEO of Share Your Story)**

Michelle Worthington has been having a few stellar years lately. She's won awards in multiple fields, published numerous books and has spread the word about literacy and children's issues across the world. In this informative and fascinating session, Michelle shares case studies of how she has consistently thought outside the box to finesse her author brand and create unique promotional opportunities. She'll then show you how to brainstorm fresh, new-age strategies that will help drive your book sales too.

Includes Morning Tea

12:00pm Lunch plus Pop-Up Bookstore – Book Sales and Signings

1:00pm Masterclass: [Public Speaking for Authors – Dos and Don'ts, Tips & Hints](#) with **Russell Hampson (Author, Illustrator, Designer & Toastmasters Expert)**

Russell Hampson is a man of many talents. Not only is he an author, illustrator, designer and independent publisher, he's also an active and dedicated member of the Sunshine Coast Toastmasters Association. Russell is in the perfect position to advise on the dos and don'ts of public speaking for authors and illustrators. Learn crucial tips for presenting publicly to all ages. This session includes activities and exercises where you can practice your public speaking skills in a fun, supportive environment.

2:45pm *Afternoon Tea*

3:00pm [Wrap Up & De-Brief](#) with Aleesah Darlison

You'll have some final time with Aleesah Darlison to revisit key points from the weekend and further finesse and discuss your marketing plans or seek answers to any questions you may have.

4:00pm Depart