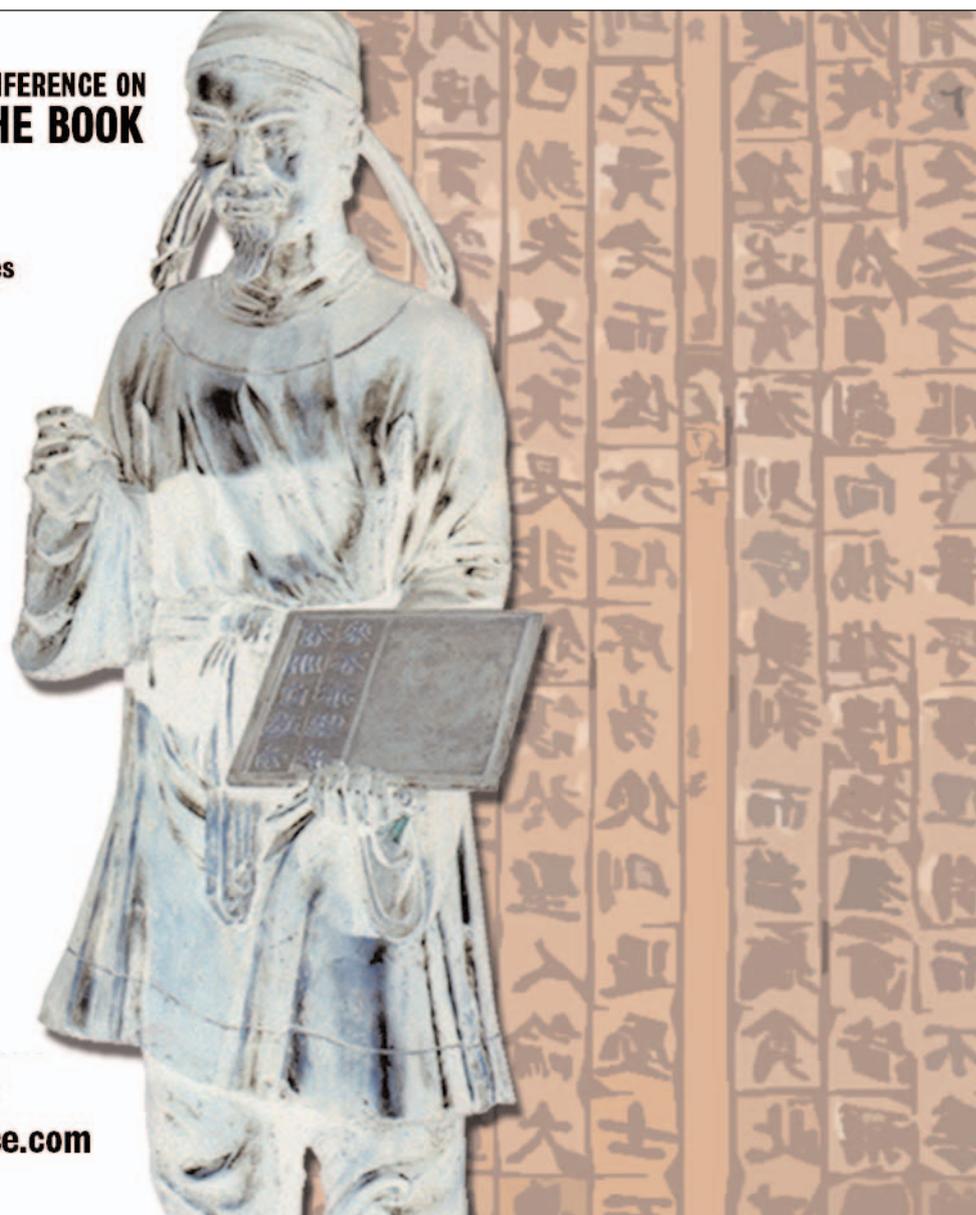SECOND INTERNATIONAL CONFERENCE ON
THE FUTURE OF THE BOOK
Beijing, China

**Challenges and Opportunities
in the Digital Era**

BOOK
CONFERENCE

**Before the Beijing Book Fair,
29-31 August 2004**

www.Book-Conference.com

THE INTERNATIONAL CONFERENCE ON THE FUTURE OF THE BOOK

As early as 4000 BCE, the first written symbols are to be found on Chinese pottery, long before cuneiform writing in Babylon (1800 BCE). The Chinese can rightly claim many more firsts, including the invention paper by Cai Lun in the year 105, a development which lead over the ensuing centuries to the rise of a tradition of hand-copied books. Wood block printing began in China in the late sixth century, and moveable type was invented by Bi Sheng in 1041—more than four hundred years before Gutenberg's European invention.

Whether it be on the measure of the east, or the measure of the west, the book is indeed old medium of expression. But what is the book's future, as a creature of and conduit for human creativity? Do the new media (the internet, multimedia texts and new delivery formats) represent a threat or an opportunity? These are the key questions that will be addressed at the Book Conference 2004.

This conference will address the provocative suggestion that, rather than being eclipsed by the new media, the book will thrive as a cultural and commercial artefact. More than this, the information architecture of the book, embodying as it does thousands of years' experience with recorded knowledge, may well prove critical to the success of the new media. As ancient as the Chinese traditions of print and the book may be, China today is on the cusp of a remarkable social and cultural transformation. Innovation abounds, and in many areas China is ahead of the west—in the development of electronic reading devices and in the digitisation of the national literature, for instance.

Following the success of our 2003 conference, held in Cairns, Australia, the Book Conference 2004 will provide a forum for participants in the book publishing industry, librarians, researchers and teachers from around the world to discuss the future of the book. It will also provide a window to the past and the future of the book in China.

Our partner in this conference is the China Book Business Report, a national trade newspaper which is distributed to over 60,000 readers per week in the publishing and bookselling industry.

WHO SHOULD ATTEND

¬   Publishers: trade, educational, academic/reference.
¬   Bookstore managers.
¬   Book printers.
¬   IT professionals with an interest in epublishing.
¬   Librarians.
¬   Authors working at the frontiers of new creative, technology and market opportunities.
¬   Educators with an interest in educational publishing and elearning.
¬   Academics, research students and teachers with an interest in creative and technical writing, literacy, publishing and editing, printing, epublishing, elearning etc.
¬   Academics in the fields of management, social sciences and education/training.

CALL FOR PAPERS

The proceedings of the Book Conference are published in electronic and print formats in the peer refereed International Journal of the Book. To be a part of this publication, you can register either for an In-Person Presentation or a Virtual Presentation. For your presentation paper to be included as part of the conference proceedings you must first submit a proposal to the conference review committee.
This submission process is detailed at: www.book-conference.com/ProposalSystem/

In-person Presentations: The conference organising committee is currently inviting proposals to present 30 minute papers or 60 minute workshops. These might describe 'real world' initiatives or they might be academic research papers. Presenters may choose to submit their papers for refereeing and publication at any time before the conference, and up until one month after the conference.

Virtual Presentations: If you are unable to attend the conference in person, a virtual registration provides you with the opportunity to submit a paper for peer refereeing and publication in the International Journal of the Book. Virtual registration also gives you access to the electronic version of the conference papers.

Deadline: for the first round call for presentations: **31 October 2003**. Submission and publication of papers is continuous, with a final deadline for submission of papers one calendar month after the end of the conference.

MAIN SPEAKERS

Keynote addresses by some of the world's leading thinkers and innovators in the areas of publishing, editing, librarianship, printing, authoring and information technologies, as well as numerous parallel presentations by researchers and practitioners. For regular updates, visit **www.Book-Conference.com**

THEMES
OVERALL THEME: WAYS WITH WORDS, OLD AND NEW

THEME 1: AUTHORS' WAYS WITH WORDS
¬   Narratives: past and future.

¬   Academic publishing at the crossroads: journals, monographs and eprints.

¬   Professional and technical writing: new media and new messages.

¬   Creative writing: so what's creativity, and how is it taught?

¬   Writing for children in an era of competing pleasures.

¬   Language and cultural revival: new authors finding old voices.

¬   Word processing, html and the digital tools of the contemporary author's trade.

THEME 2: PUBLISHERS' WAYS WITH WORDS
¬   The long and short of publishing: mass markets versus niche markets; long run versus short-run publishing.

¬   The work of the editor: past traditions and new roles.

¬   Marketing the book: meeting the consumer amidst an overload of retail commodities.

¬   Publishing ebooks.

¬   Small presses and specialist presses: prospects and opportunities.

¬   Digital rights management: The electronic future of copyright.

¬   Publishing as a tool of knowledge management.

¬   Publishing as a means of capacity development.

¬   Managing the content workflow: from desktop publishing to open standards.

THEME 3: TYPESETTERS' AND PRINTERS' WAYS WITH WORDS
¬   Fonts and typography: the challenge of open source.

¬   The changing role of the designer.

¬   Unicode and typesetting in an era of multilingual internationalism.

¬   Multilingual publishing processes, human translation and machine translation.

¬   Printers adopt electronic standards: the Job Definition Format.

¬   Print-on-demand and digital print: new ways of making the old product.
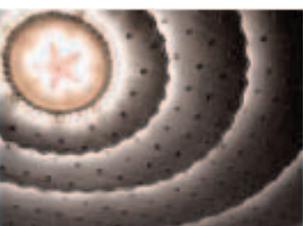
THEME 4: ELECTRONIC WAYS WITH WORDS
¬   Electronic reading devices: what works and what doesn't.

¬   Reading the phone: content delivery on 3G devices.

¬   Standards for digital rights management.

¬   Repurposing content and multipurpose publishing.

¬   Digital supply chain management—the journey of the cultural content, from the creator to the consumer.

¬   Barriers and possibilities for disability access to electronic and other published material.

THEME 5: LIBRARIANS' WAYS WITH WORDS

- ¬ Librarians' work today.
- ¬ eBooks in libraries
- ¬ MARC and MODS and METS—and other electronic cataloguing acronyms.
- ¬ Metadata and resource discovery.
- ¬ Indexing and cataloguing in the electronic age.

THEME 6: BOOKSELLERS' WAYS WITH WORDS

- ¬ Retailing realities—the bookstore of the past meets the bookstore of the future.
- ¬ Bookstores online: creating new local and global markets.
- ¬ B-2-B ecommerce: the rise and rise of the ONIX standard.
- ¬ Book data: expanding access.

THEME 7: LEARNERS' WAYS WITH WORDS

- ¬ The textbook as a medium of instruction.
- ¬ 'Learning objects' and elearning.
- ¬ Print-on-demand in the new learning environment.
- ¬ Distance learning: old challenges and new opportunities.
- ¬ The place of text in a multimedia learning environment.
- ¬ Educational electronic publishing standards: IMS, SCORM and others.
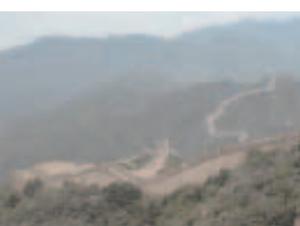
THEME 8: READERS' WAYS WITH WORDS

- ¬ The future of reading.
- ¬ Print literacy in an era of multimodal communications.
- ¬ Readers' experiences of electronic reading devices.
- ¬ From reader to user: how does the screen change the role of the reader?

PUBLICATION

The proceedings of the Book Conference are published in the International Journal of the Book. All papers are fully refereed. To submit, at least one author of each paper must be registered to attend the Book Conference (to a maximum of one paper per registered author—which means, for instance, that two registered authors may submit two jointly authored papers). Registration may be for in-person presentation, or virtual presentation. Registration for a virtual presentation means that your presentation will be included in the conference program, your paper will be refereed for publication, and you will also be provided access to the full electronic version of that year's conference proceedings. Papers are published continuously, as soon as the publication process is completed for each paper. The conference proceedings for each year constitute one volume of the Journal.

THE PUBLICATION PROCESS IS AS FOLLOWS:

1. Submit a presentation proposal (in-person or virtual) at www.Book-Conference.com before the next call for papers deadline—details on website.

2. If your proposal is accepted, you may then register for in-person or virtual presentation. You may submit your paper any time between registration and one calendar month after the closing date of the conference.

3. Once your paper is received, it is sent out to referees with your identity removed (maximum two week turnaround requested).

4. When referee reports are returned, they are sent back to you with the referees' identities removed (maximum two week turnaround requested). If full refereeing of your final paper is required before the conference in order to attend in-person, papers should be submitted more than three calendar months before the opening date of the conference.

5. Papers are published in print and electronic formats in the International Journal of the Book, ISSN 1447-9516 (Print) ISSN 1447-9567 (Online)

Book Conference Advisory Committee and Editorial Advisory Board of the International Journal of the Book.

- **HOWARD DARE**, Collie Director, International Centre of Graphic Technologies, RMIT University, Melbourne.
- **PROF. MARY KALANTZIS**, Dean, Education, Language and Community Services, RMIT University, Melbourne.
- **PROF. PAUL JAMES**, The Globalism Institute, RMIT University, Melbourne.
- **RICHARD VINES**, Enhanced Printing Industry Competitiveness Scheme/Print Industries Association of Australia
- **DR BILL COPE**, Common Ground Publishing, Melbourne
- **DEAN MASON**, Common Ground Publishing, Melbourne
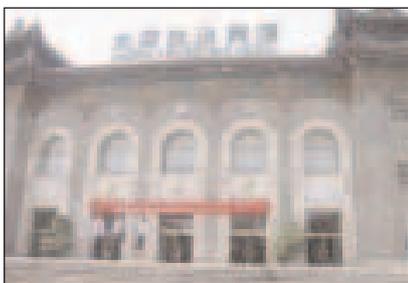
ABOUT THE CONFERENCE LOCATION

The conference venue is the Beijing Friendship Hotel, 3 Bai Shi Qiao Road, Beijing, China.

ACCOMMODATION

Accommodation at the Beijing Friendship Hotel can be booked through the conference website. Beijing Friendship Hotel lies in the Hi-tech Development Zone, Zhongguanchun Electronic Street, Haidian District, Beijing, P.R. China. It borders on the Third Ring Road with easy access to the airport. Beijing Friendship Hotel is one of the largest garden-style hotels is Asia. Built in 1954, it covers an area of 335,000 square meters. Its has the classic elegance of the traditional Chinese architectural style. It offers a full range of amenities, including a large variety of services: 26 restaurants serving different styles of authentic Chinese and Western foods, a business centre, gym, swimming pool, bars and lounges. There are 1,900 standard rooms, suites, business suites, Chinese and Western style deluxe suites and apartments. All are equipped with IDD telephone, TV, CNN, air-conditioner, refrigerator, mini-bar and sound system.
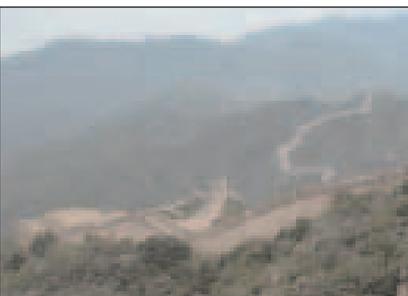
TOURS

Pre- and post-conference tours of Beijing will also be available through the conference website, including the Printing Museum of China, located at the Beijing Institute of Graphic Communications and the National Library of China. Other tour options will include:

- One to three day tours of Beijing and surroundings, including the Great Wall.
- A four day tour to the Terracotta warriors in Xian.
- A three day Shanghai tour.

REGISTRATION

EARLY REGISTRATION (BEFORE 15 DECEMBER 2003):	$Au850	$US559	€477
FULL REGISTRATION:	$Au950	$US624	€533

Registration includes keynote addresses as well as paper presentations and descriptions of practice, interactive workshops, informal outdoor conversation sessions with keynote speakers and in-conference catering (morning and afternoon teas and lunches). The registration fee also allows for in-person conference presentations, inclusion of papers for refereeing and publication in International Journal of Knowledge, Culture and Change in Organisations and full access to the electronic version of this journal.

VIRTUAL REGISTRATION (VIRTUAL PRESENTATION OPTION):	$Au300	$US197	€68

Includes submission of paper for peer refereeing and publication in International Journal of the Humanities and full access to the electronic version of this Journal as papers are published.

STUDENT REGISTRATION:	$Au500	$US320	€300

REGISTRATION FEE WAIVERS:	Free on Application

A limited number of free registrations will be provided for people who would be unable to attend the conference if they had to pay the registration fee such as full time graduate students unable to attract institutional support or participants attending from developing countries. Applicants for the registration fee waiver need make a case as part of their registration application, explaining their particular circumstances. Applications will be ranked on the merits of each case.

CONFERENCE DINNER:	$Au95	$US62	€53

The conference dinner will be held on the evening of the second-last day of the conference - details will be made available on the conference website

PLEASE USE THE ONLINE REGISTRATION SYSTEM AT www.BookConference.com/RegistrationSystem/ However, if you don't have access to the Internet, you may mail or fax the following form.

REGISTRATION
Please check appropriate box:

[ ] Early Registration (before 15 December 2003)	$Au850	$US559	€477
[ ] Full Registration	$Au950	$US624	€533
[ ] Virtual Presentation Registration	$Au300	$US197	€168
[ ] Student Registration	$Au500	$US320	€300

Indicate number of attending if including people not registered at the conference:

[ ] Conference Dinner	$Au95	$US62	€53

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Address Line 1

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Address Line 2

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Affiliated Organisation

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Postal or Zip Code   Country   Telephone   Fax   Email Address

[   ] Please send me a Call for Papers form.

CURRENCY CONVERSION: $US and €Euros rates are conversions from the Australian Dollar price at the time of publication of this document. Currency conversation rates may fluctuate. Visit the conference website www.BookConference.com/RegistrationSystem/ for current conversion rates.

INSTITUTIONAL SUPPORT REQUIREMENTS: If your registration payment is reliant on institutional support and the double blind peer referee process please make sure you are familiar with the guidelines and time frame for the proposal and full paper submission.

CANCELLATION POLICY: A refund of 85% will be granted on registration and dinner until one calendar month before the starting date of the conference.

I enclose a cheque for (nominate currency and amount) .... payable to **BOOK CONFERENCE**

OR

Please charge my Bankcard/Visa/MasterCard/American Express Card

Number: _ _ _ _ / _ _ _ _ / _ _ _ _ / _ _ _ _   Expiry Date: _ _ / _ _

Cardholder's name: .... Signature: ....

If not using online registration, send this registration form and payment:
By **MAIL** to: Book Conference, PO Box K481, Haymarket, Sydney 2000 Australia
Or by mail to: Book Conference, 2472 Broadway #129 New York, NY 10025 USA
Or by **FAX** to: +61 2 9519 2203   Or **PHONE** us on: +61 2 9519 0303
Or send an **EMAIL** to: info@bookconference.com