

Self-Publishers Online Conference at the Forefront of Two Key Trends: The Rise in Self-Publishing and Virtual Events

SANDPOINT, Idaho, April 26 (SEND2PRESS NEWSWIRE) – Recession or no, more books are being published now than at any time in history. Yet attendance at publishing industry trade shows like BookExpo America has been plummeting for years. Because of slashed budgets, instead of going to costly live events, people are attending virtual conferences like the upcoming second annual Self-Publishers Online Conference (SPOC) instead.

At SPOC, authors and publishers are encouraged to “Live Long and Publish!” This three-day virtual event features expert speakers, Q&A roundtables, online discussions, and a virtual exhibit hall on May 12, 13, and 14, 2010.

SPOC is at the forefront of two key trends: the dramatic rise in self-publishing books and the increase in virtual events. Organizer Susan Daffron says, “Almost everyone I know is struggling to keep up with the huge changes in book publishing, but at the same time, they have had to slash expenses over the past few years. At SPOC, people can learn the latest in publishing from industry experts without leaving home or even spending any money at all, since a Basic Pass is free.”

In 2009, according to Bowker, the total number of books produced rose 87% and topped one million titles. A shocking 3/4 of the books were produced by “non-traditional” self-publishers and micro publishers, while output from traditional publishers has dropped. At the same time, according to a report from Market Research Media, Ltd, the virtual conference and trade show market doubled from 2008 to 2009 and is predicted to reach \$18.6 Billion from 2010 – 2015.

Many of the speakers at SPOC have spoken at large publishing industry events in the past. At the Self-Publishers Online Conference, a total of fifteen publishing experts will offer information and advice for both aspiring and veteran self-publishers. Experts who have sold thousands or even millions of books, such as Mark Victor Hansen, John Kremer, and Dan Poynter will share their best tips on book writing, production, marketing, promotion, and “empire building.”

Participants can register for the Self-Publishers Online Conference at www.SelfPublishersOnlineConference.com. A free Basic attendance pass gives participants live call-in access to the teleseminars and a login for the exhibit hall and seminar handouts. Paid Standard and Premium passes offer access to the seminar recordings and a wide range of bonus materials.

About the Self-Publishers Online Conference:

The Self-Publishers Online Conference (SPOC) is being put on by Logical Expressions, Inc. (www.LogicalExpressions.com). SPOC gives sponsors an opportunity to showcase products and services to attendees who are seeking information about how to become a self-published author. The event consists of teleseminars with self-publishing experts and a virtual exhibit hall and conference rooms, which feature sponsor, exhibitor, and speaker information.

More information is available at SelfPublishersOnlineConference.com.

About Logical Expressions, Inc.:

Logical Expressions is a software and publishing company based in Sandpoint, Idaho that is owned by Susan Daffron and James Byrd. The company offers affordable books, software, tools, and services that help businesses with print and online publishing projects. In addition to publishing its own series of books, Logical Expressions offers book production and consulting services to help guide people through the steps to become successful independent self-publishers.

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