

Strategic Planning and Publishing Programme Development

by Simon James Sharp

COURSE OBJECTIVES

This 2-day programme is structured to teach management-level publishing executives key frameworks for thinking about corporate publishing strategies.

WORKSHOP LEADER

Simon's first introduction to the publishing industry came while he was a teacher and was invited to write a series of textbooks for Hong Kong secondary schools. His input on the strategic placement of the titles and marketing issues made a success of the series, which also led to him joining the management team of his publisher, Macmillan. As the publishing director, he managed a multi-million dollar list and steered the company through major restructuring culminating in a successful acquisition. Later, Simon joined the Pearson group to head-up the pioneering Educational Services department to support the English Language Teaching list, resulting in a colossal 80 percent market share for the company's primary English courses. Today, as well as writing extensively, Simon assists publishers as a consultant and trainer, providing services in publishing programme planning and management as well as research and marketing.

COURSE OUTLINE

1. Detecting downward trends in an organisation's current list: identifying and anticipating the need for change.
2. Defining strategic objectives by weighing up achievements and potential growth markets.
3. A guide to developing strategic growth plans:
 - Assessing market changes and formulating strategic responses
 - Analysis financial data
 - Product profiling and development
 - Organisational development and managing change
4. Crisis management: pulling a company up from a nose-dive:
 - Downsizing and restructuring
 - Short-term planning within the scope of long-term development

TARGET AUDIENCE

For Editorial and Publishing Managers, Commissioning Editors, Senior Editors and Independent Publishers

DATE and TIME

24-25 July 2008 (Thurs-Fri), 9.30am to 5.30pm

VENUE

Agatha Room, Level 3,
Toa Payoh Community Library

Organised by



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Strategic Planning and Publishing Programme Development

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COURSE ADMINISTRATION

Registration Fees

S\$390 per person includes light refreshment and course materials.

S\$330 for Early Birds who register by 27 June 2008.

Ways to register

1. Register online by visiting www.bookcouncil.sg/clap.htm
or
2. Complete the form below and fax it to **(65) 6742 9466**.

Cancellation & Substitution

Fees paid are non-refundable but transferable. Requests for substitution must be made on/before 18 July 2008.

A cancellation charge of 25% of the full course fee is applicable for cancellations made after 18 July 2008

Payment

Payment is required before the workshop commences or within 30 days of receipt of invoice, whichever is earlier. Payment to be made in Singapore Dollars, by cash, cheque or bank draft, payable to "NBDCS" and mail the payment together with your form to us. Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/emailed/submitted your online registration.

Mailing Address

National Book Development Council of Singapore
c/o Geylang East Community Library
50 Geylang East Avenue 1
Singapore 389777

Enquiries

Email : clap@bookcouncil.sg

Tel : (65) 6848 8290

ABOUT THE ORGANISER

NBDCS is a non-profit umbrella body inaugurated in 1969 to promote storytelling, reading, writing and publishing, with a current objective to establish and develop Singapore as the Asian centre for publishing and the literary arts. NBDCS brings Singapore book industry and literary community together through industry events, courses, seminars, conferences and author lectures. NBDCS has been organising the prestigious Singapore Literature Prize since 1990 and also manages the Centre for Literary Arts and Publishing and Singapore Writers Centre

Registration Form - Strategic Planning and Publishing Programme Development

Mr/Mrs/Ms/Dr _____

Organisation: _____

Designation: _____

Address: _____

Tel: _____ Mobile: _____ Fax: _____

Email Address: _____

Signature: _____