

# Commissioning & Project Management

by Richard Slessor

## WHAT YOU'LL GET

The aim is to help you build a profitable list of worthwhile publications that meets overall company strategy and management goals.

You'll find out how to create a market-led proposal, and how to plan publication, including scheduling. You'll also get a clearer understanding of financial management and how costings work, as well as looking at the language and essential content of author contracts.

## WORKSHOP LEADER

**Richard Slessor** has extensive and widely varying experience in publishing, both in the UK and in Southeast and East Asia. He has also had opportunities to obtain a first hand view of publishing in the USA, Canada, China, Sri Lanka, the Middle East and several East and West African countries. Richard was the first Publishing Manager of Macmillan Hong Kong; ran an Asian editorial services unit for the Macmillan group; built up the Stanley Thornes humanities list more or less from scratch; and was a founder and Managing Director of Accent, a specialist modern languages publisher. In the late 1990s, he had responsibility for developing tertiary level EFL publishing at Garnet Publishing in Reading, with a special focus on the Middle East.

From 1995 to 1997, Richard was Senior Lecturer in Publishing at West Herts College, and ran the college's postgraduate diploma course in publishing. From 2000 to 2005, he taught business language and communication at Temasek Polytechnic in Singapore, and ran the post-experience publishing courses there. Richard has also run co-publishing seminars for senior publishers in China, and done consultancy work for the Ethiopian government's educational materials agency.

## WHO SHOULD ATTEND

This is the definitive course for anyone who wants to learn how to build profitable lists. For publishers and editors with a responsibility for commissioning and list-building in publishing, this unique programme will give you the best start possible.

## COURSE OUTLINE

### Day 1

#### List Building and Marketing Research

- Introduction to commissioning
- Building a profitable list
- Differences between publishing sectors
- The 'marketing concept' and the 'marketing mix'
- Definition of marketing research
- Are 'books different'? (what about electronic publications)
- Key questions to be resolved by marketing information

#### Financial Considerations

- Key elements of costing and margin calculations
- Annual budgeting for a list (new books and backlist)
- Regular management reports and their relationship to annual budgets

#### Contracts

- Essential elements of an author-publisher contract
- Analysis of a model author-publisher contract

#### Finding New Titles

- Finding and working with authors
- Putting up a new project for board approval
- Translations, adaptations, co-publications and other rights
- Informing colleagues about the new title (New Book Information Forms)

### Day 2

#### Is It Profitable? - Costings and Margins

- Revision of basic margin calculations
- Factors to be considered when fixing the published price
- Recurring and non-recurring costs; fixed and variable costs
- Costing requests & Cost estimates
- Juggling the variables - can we make the costing work?

#### Case Study

- Planning a publishing programme

#### Scheduling and Monitoring Progress

- Critical path analysis and flowcharts for editing and production
- Principles of scheduling - who and what?
- Schedule requests & Typical schedules
- Monitoring progress

## DATE and TIME

30-31 March 2009 (Mon - Tues), 9.00am to 5.00pm

## VENUE

Possibility Room, Level 5, National Library Building

## YOUR INVESTMENT

S\$370per person

S\$300 for Early Birds who register by 2 March 2009; or group registration of 2 & above

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## COURSE ADMINISTRATION

**Registration Fees** (please tick one)

- S\$370 per person  
 S\$300 per person for early bird registration by 2 March 2009  
 S\$300 per person for group registration of 2 & above

Fee is nett and is in Singapore dollars. Includes workshop materials and tea breaks.

### Ways to register

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

### Cancellation & Substitution

Fees paid are non-refundable but transferable. Requests for cancellation must be made on/before 15 March 2009, after which a cancellation charge of 50% of the full course fee is applicable.

### 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](mailto:clap@bookcouncil.sg)  
Tel : (65) 6848 8290

### Organised by



### Supported by



## 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.

## Commissioning and Project Management

Mr/Mrs/Ms/Dr \_\_\_\_\_

Organisation: \_\_\_\_\_

Designation: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_

### Note:

We will send you a confirmation via email upon receipt of your registration. If you do not receive any confirmation within 7 working days, please check if you have successfully submitted your registration to ensure your seat/participation in the workshop.