

The Business of Publishing for Editors

by Simon Sharp, Hong Kong

Skills for Advancement in the Publishing Industry

WHAT YOU'LL GET

This two-day workshop is primarily for experienced editors looking to develop their skills for managerial roles in the publishing industry. The objective is advancement from the process of publishing to the business of publishing and coverage includes roles in publishing services management; acquisitions and list management; publishing programme development; and, general management.

While case studies will be taken from the educational and academic publishing sector, the skills and concepts are applicable across the full spectrum of publishing sectors and aim to equip participants with firm foundations in the principles of management so that they can hit the ground running when taking on more responsibility.

WORKSHOP LEADER

Simon Sharp'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.

TARGET AUDIENCE

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

COURSE OUTLINE

Day 1

Organisational management

Company models and their organisation charts with reflection on how these can bear on a company's efficiency and sustainability.

Publishing finance

An overview of the basic financial instruments, budgets and forecasts that form the backbone of the business of publishing, and how to analyse financial data to identify strengths and weaknesses in a company's publishing portfolio.

Publishing services management

An overview of the main cost centre in the publishing industry and the mechanisms to streamline workflow to maximise organisational efficiency

Market awareness

An examination of the need for interaction between the publisher and the market and the publishing and marketing departments in the process of list development

Strategic planning

Risk assessment tools and how to apply them to the building of a forward publishing plan

Day 2

The Acquisitions Editor

The function and skill set of this role and how it fits into the organisation.

The Publishing Manager

The function and skill set of this role, its interface with editorial, production, sales and marketing departments, and how it fits into the organisation.

The Publisher / General Manager

The function and skill set of a general manager with bottom-line accountability; reporting lines and effective management of resources; and, the qualities of leadership in the publishing industry.

Group work Case Study

Participants will work with market data for a foreign country to construct a proposal for a successful start-up publishing company.

DATE and TIME

13-14 May 2009 (Wed-Thurs), 9.00am to 5.00pm

VENUE

Imagination Room, Level 5, National Library Building

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COURSE ADMINISTRATION

Registration Fees (please tick one)

- S\$380 per person
 S\$320 per person for early bird registration by 18 April 2009
 S\$320 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
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 27 April 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 mailed 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 Public Library
50 Geylang East Avenue 1
Singapore 389777

Enquiries

Email : clap@bookcouncil.sg
Tel : (65) 6848 8290

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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 – The Business of Publishing for Editors

Mr/Mrs/Ms/Dr _____

Organisation: _____

Designation: _____

Address: _____

Tel: _____ Mobile: _____ Fax: _____

Email Address: _____

I am paying for myself by cash/cheque. Bank: _____ Cheque no.: _____

I am sponsored by my company / organisation. Contact person for invoicing: _____