

Publishing Finance for

Non-financial Managers

by Kate McCallum, South Africa

Date >>>> 12 May 2010

Time >>>> 9.30am – 5.30pm

**Venue >>> Agatha Room, L3
Toa Payoh Public Library**

An understanding of the numbers and an ability to manage the key tool in business – money – is critical for business and personal success.

This one-day course is for anyone in publishing who wants to understand the basics of finance and budgets in a publishing environment.

Course Content

Managing money

- Getting to grips with your basic business tool
- Learning the language: getting to grips with financial terminology in publishing
- Basic principles

Managing budgets

- The budget as a roadmap: purpose and use
- The basics of budgeting
- Compiling a budget
- Managing a budget
- Monitoring a budget through management accounts

How a book is costed and priced

- Discounts
- Fixed and variable costs
- Royalties
- Gross margin
- The effect of sales volume, pricing, and discounting on profitability

How to read management accounts

- Why do we have management accounts?
- Understanding the conventions of layout in accounts
- Where to find information
- Volume, value, percentages, and ratios
- Reading the Profit and Loss account
 - Calculating the gross margin
 - Overheads
 - Return before Interest and Tax
- Reading the Cash Flow statement
- Reading the Balance Sheet
 - Stock
 - Debtors
 - Cash

Key financial ratios and benchmarks in publishing

Interpreting and acting on management accounts

- How to identify trends
- Identifying problem areas
- Analyses: index analysis, common size analysis, time series analysis
- Taking action to remedy problems: policies, people, systems, culture

Kate McCallum

Kate McCallum has worked in the South African publishing industry for 30 years. While her early background was on the editorial side, her later career was in general management, where she was Managing Director of Oxford University Press Southern Africa for 12 years.

Within the publishing industry, she has held most of the key positions in the industry associations, ranging from Secretary of the former IPASA, Secretary of PASA, Chair of the Educational Publishers' Executive, to being the first woman Chair of the Publishers' Association.

She also initiated the Print Industries' Cluster Council, and was elected the first Chair. In these roles her interests in the industry have been wide-ranging, and she has written and delivered many papers on aspects of the industry.

Also a published author, she has delivered papers at various conferences, done extensive media promotion of books and reading, trained, lectured, and acted as external examiner at UCT and at Wits.

For the last four years she has run her own business as an international publishing consultant, consulting to publishing companies, NGOs, aid agencies, ministries of education, and individuals.

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12 May 2010 | Agatha Room @ Toa Payoh Public Library

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Registration Fees (please tick one)

- S\$230 per person (for SBPA member)
 S\$250 per person for group registration of 2 & above (non-SBPA member)
 S\$280 per person (non-SBPA member)

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

An invoice will be issued upon receipt of your registration form. Fees paid are non-refundable but transferable. Requests for cancellation must be made on/before 28 April 2010, 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.

Upon submission of your registration, you are deemed to have read and understood the registration procedures and accepted the terms contained therein.

Mailing Address

National Book Development Council of Singapore,
50 Geylang East Avenue 1, Singapore 389777

Enquiries

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

Registration

Mr/Mrs/Ms/Dr _____

Organisation: _____

Designation: _____

Address: _____

Tel: _____ Mobile: _____ Fax: _____

Email Address: _____

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

I am sponsored by my company / organisation

I will need a/an: Physical Invoice e-Invoice (via AGD)

Please provide billing details if different from above

Contact Person: _____

Address: _____

Tel: _____ Email Address: _____