

Putting the pieces of the puzzle together



Training Workshops 2012

marketability

www.marketability.info

I KNOW I HAVE TO WORK TO ENCOURAGE YOU TO READ A WELCOME LETTER ...

... so I'll deploy some classic copywriter's tactics and include a photo. (How am I doing so far?)

Marketability's about training, right?

Definitely. And publishing. But the style of our training works for any organisation working with specialist markets and limited budgets, such as institutes, museums and charities.

What's new this year?

Practical Publicity, Mastering SEO and Marketing Digital Products are all getting facelifts, and we have new tutors on the last of these and on our Academic Marketing Workshop.

Do you do in-house training too?

Yep, around 20 tailored copywriting courses alone in 2011. The world's your oyster, but see page 3 for ideas to get you started.

What else do you do?

Consultancy, and marketing and market research campaigns. Everything we do is very practical and hands on. If you want a consultancy to deliver a slick presentation of 'blue skies thinking' then we may not be the agency for you..

If I want to find out more, what are my options?

Just talk to us: we'll always give you a straight answer. Email or call us, sign up to our popular eBulletin (see page 15), or be part of The Marketability Grapevine on Facebook (see page 16).

E: rachel@marketability.info

T: 020 8977 2741



WORKSHOPS 2012

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'Frankly, unless you came in and did my job with me it [the training] could not be more relevant!'

Delegate from Ashgate Publishing on an E-Marketing Workshop

Marketability tutors



Rachel Maund held senior marketing positions in academic, STM and professional publishing houses prior to setting up Marketability in 1999. Rachel is course director for Marketability Workshops and personally tutors on many of the courses. She also frequently runs in-company training days as well as courses for other training providers in the UK, Ireland, Singapore, Australia, China, Russia and Mexico.



Charley Beattie, guest tutor on **Marketing Digital Products** (see page 10)



Paul Crabtree, tutor on **Mastering SEO Marketing** (see page 9)



Josie Dixon, tutor on **Profitable Commissioning** (see page 18)



Anna Faherty, tutor on **Creative Publishing for Textbook Markets** (see page 12)



Frania Hall, tutor on **Essential Editorial Skills** (see page 17)



Rebecca Jones, tutor on **Schools Marketing** (see page 13) and **Marketing Digital Products** (see page 10)



Corinne Julius, guest tutor on **Practical Publicity** (see page 14)



Lynda Thompson, guest tutor on **Creative Publishing for Textbook Markets** (see page 12)

What's included in the price?

- The benefits of a small group: **maximum of 12 delegates**
- Training tailored to *your* needs, via a pre-course questionnaire
- A **Marketability Workshop Kit** – detailed practical handouts for later reference
- Certificate of attendance
- Tea and coffee breaks and lunch, with good vegetarian options as standard, plus special dietary requirements catered for
- Support after the event. All our Workshops come with an open invitation to follow up with your tutors on any questions you have after the course.

'Excellent – likely to cover its costs several times over with all the new ideas.'

Delegate from Oberon Books on our E-Marketing Workshop (page 7)

In-company training, it's all about you ...



Attendees on a Mastering SEO Workshop at Wiley in Weinheim in 2011

If you have six (or more) members of staff needing training, why not ask us about tailoring a course to precisely fit you, run at your offices? We can bring any workshop in-house, including these six tried and tested courses not available on our 'open' programme. Whatever you choose, we'll work with you to apply the content to your markets, products and challenges, so that every minute of the training day is directly relevant.

6 Copywriting Workshops

Copywriting is our single most popular in-house course, and this is the perfect follow-up, developed at a client's request in 2010. Highly participative, with six hour-long sessions applying principles to real examples. An email, an advert, a press release – it's your choice.

Proofreading Workshop

An introduction to proofreading skills and essential symbols, and a proofing exercise applied to a real example of your print promotion give this half-day course very wide appeal.

Grammar Workshop

A popular in-company option for years, this tackles the most common pitfalls in grammar, spelling and punctuation faced by anyone trying to write stylishly but concisely. Topics are dictated by you. What will it be: apostrophes, semicolons, split infinitives, licence/license ...?

Running Focus Groups

Even relatively informal 'discussion groups' require skilful handling to deliver impartial data. From planning, to question-writing, to moderating and analysing, via a role play, this established in-house option is often based around a real research project. (Other market research options available too.)

Creative Marketing

Marketing planning stuck in a rut? This course will jolt you out of it. It looks at where creative ideas come from, and how to construct a business argument for them. Groupwork gives participants the opportunity to develop their own creative ideas over the course of the day.

Effective Working with Authors

Whether your concern is avoiding slippage or gently making authors aware of the realities of the marketplace, the relationship between author and publisher is as crucial now as it's ever been. Another popular option, we've run this course for commissioning editors, development editors and for mixed editorial and marketing groups.

'Excellent course – the skills and tips Rachel shared with us have really equipped the team with the ability and confidence to write more effective copy. We are all buzzing with new ideas!'

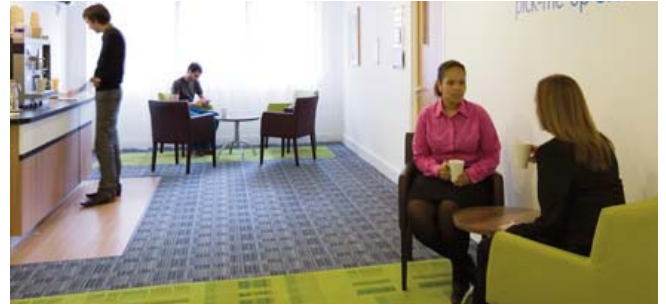
Attendee on an in-house Copywriting Workshop (page 6) at Emerald Group Publishing

Tempted? Commissioning in-house training is easy, and starts with a quick call or email ...
Contact Rachel on 020 8977 2741 or rachel@marketability.info

Date:	Course Title:	Location:	Page:
Thursday 1 March	Copywriting Workshop	London	6
Tuesday 6 March	Essential Editorial Skills NEW TUTOR	London	17
Thursday 8 March	E-Marketing Workshop	London	7
Tuesday 13 March	Direct Mail in a Digital Age	Oxford	5
Tuesday 20 March	Academic Marketing Workshop NEW TUTOR	London	11
Tuesday 27 March	Marketing Digital Products NEW TUTOR	London	10
Thursday 29 March	Introduction to Marketing in Publishing	London	15
Thursday 19 April	Schools Marketing Workshop	London	13
Tuesday 24 April	Practical Publicity Workshop REVISED FOR 2012	London	14
Thursday 26 April	Impressive Marketing Plans – on a Small Budget	London	16
Thursday 3 May	Mastering SEO Marketing REVISED FOR 2012	London	9
Thursday 17 May	Email Marketing Workshop	London	8
Thursday 24 May	Creative Publishing for Textbook Markets	London	12
Thursday 21 June	Copywriting Workshop	Oxford	6
Thursday 28 June	Profitable Commissioning	London	18
Thursday 6 September	Direct Mail in a Digital Age	London	5
Thursday 13 September	Email Marketing Workshop	Oxford	8
Thursday 20 September	Academic Marketing Workshop	London	11
Tuesday 25 September	Essential Editorial Skills	London	17
Thursday 27 September	Introduction to Marketing in Publishing	London	15
Thursday 4 October	Mastering SEO Marketing	London	9
Tuesday 16 October	Practical Publicity Workshop	London	14
Tuesday 23 October	Schools Marketing Workshop	London	13
Thursday 25 October	Copywriting Workshop	London	6
Thursday 1 November	Impressive Marketing Plans – on a Small Budget	Oxford	16
Tuesday 6 November	E-Marketing Workshop	London	7
Thursday 8 November	Creative Publishing for Textbook Markets	London	12
Thursday 15 November	Marketing Digital Products	London	10
Thursday 22 November	Profitable Commissioning	London	18

Our venues

Venues in 2012 may vary, but will include:



AVONMOUTH HOUSE, LONDON SE1 (Elephant and Castle)

'Brilliant learning environment.'

Delegate from Kogan Page



SAID BUSINESS SCHOOL, OXFORD (next to rail station)

'Excellent, convenient venue and great food.'

Delegate from Wiley-Blackwell

Full venue details on our website (on all workshop pages)

Direct Mail in a Digital Age

'A really good overview of all elements of DM, I'm leaving with lots of ideas. Extremely useful – I would thoroughly recommend it'

Delegate from ProQuest

Has email made direct mail obsolete? Of course not. Good DM is unrivalled at driving traffic to websites, and is a welcome alternative to overflowing inboxes. But with customers more sophisticated and impatient than ever, it needs to be in conjunction with email and other activity to get results.

This workshop looks at the place of DM in the modern marketing mix, considering everything from what grabs attention and how much potential customers are prepared to read, to the place of 'old favourites' like the sales letter, the PS, and the offer.

What's covered?

- Planning the perfect direct mail campaign – matching the message and the package to the customer
- Project managing and scheduling direct mail within multi-channel marketing campaigns
- Critical factors for success: how to grab attention, how much to say, calls to action that work
- Great sources of lists, and how to get them
- The Data Protection Act
- Analysing the results of direct mail
- Plenty of group discussion and inspiring good examples.

Course tutor Rachel says:

'Publishing still suffers from a mistaken belief that our customers find consumer-oriented DM 'cheesy'. This workshop sets out to prove that we can be hard-hitting AND appropriate, and give you the tools and the confidence to apply new ideas back at the office.'

www.marketability.info/directmail.html

EBulletin subscribers pay just £340. See page 15 for more info



'What an interesting and jam-packed day of marketing – definitely do it if you can!'

Delegate from Elsevier

'The whole workshop was great. I had so many questions before the session but they have all been answered'

Delegate from Taylor and Francis

'Well structured and set out in cohesive sections that were challenging but never too much.'

Delegate from Liverpool University Press

'The level was perfect – incredibly relevant and I will be able to use a lot of the course info in a practical way in the workplace.'

Delegate from Sweet & Maxwell

Who's it for?

Anyone with limited experience of direct mail looking for an intensive practical introduction to good practice.

Course dates:

13 March	Oxford	£390 + VAT
6 September	London	£390 + VAT

Related courses:

[Copywriting](#) (page 6)

[Email Marketing](#) (page 8)

Copywriting Workshop

'The course that gives you a licence to be creative and bodacious!'

Delegate from Virgin Books

Does your copy convince YOU? Is it vivid and engaging, or do you find yourself relying on industry-favourite adjectives such as comprehensive and essential? Do you have 'This book' syndrome? Perhaps you'd love to write more exciting copy but don't have the time, or colleagues feel it's not 'appropriate' for your product?

If you can relate to this, join us and prepare to feel liberated!



Copywriting participants with Rachel at our London venue in October 2011

Who's it for?

Anyone in a marketing or editorial role looking either for a lively general introduction, or for a refresher to inject some new ideas and fresh approaches to existing skills.

'A great introduction to copywriting which will shock you when you read back over old copy you've written.'

Delegate from Pearson

'Seriously useful – it will change the way you write and think about producing copy. You should do it!'

Delegate from Macmillan Education

'A really fun and highly relevant course for anyone trying to promote anything.'

Delegate from Specialist Schools and Academies Trust

'Fantastic – thanks so much!'

Delegate from SAGE Publications

What's covered?

- General principles that really work – whatever you're selling
- Writing copy for the audience, not the product
- Focusing on the '10 second sell', what you want to achieve, and calls to action
- Writing effective online copy
- How to get attention, and keep it
- How to make every product sound exciting and different
- How to write for different formats: book jackets, advance information, catalogues, leaflets, sales letters, press releases, websites and emailings, adverts
- Short exercises, individually and in groups.

Course dates:

1 March	London	£390 + VAT
21 June	Oxford	£390 + VAT
25 October	London	£390 + VAT

Related courses: [6 Copywriting Workshops](#), [Grammar](#) and [Proofreading](#) (page 3), and [Direct Mail](#) (facing page)

www.marketability.info/copywriting.html

To book see the back cover, or click on 'Book a Workshop' on our website

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E-Marketing Workshop

'Really enjoyed the friendly, inclusive nature of the course. Excellent level of content but you'll need a couple of free days post-Workshop to read handout materials and follow up on info given!'

Delegate from Management Pocketbooks

The limitless potential of e-marketing can be so overwhelming it's often hard knowing where to start – but there's no better place than this course. It's emphatically NOT technical, but we do guarantee that you'll leave feeling more confident about realistic options, and with plenty of guidance in putting them into practice. The day, covering both web-based and email marketing, features lots of inspiring examples from across publishing.

What's covered?

- Neat features of visitor-friendly websites
- Effective use of social networking sites, blogs, podcasts, RSS feeds and viral marketing, whatever the size or nature of your business
- Working with authors and associations to make resources stretch
- Emailings and newsletters – mailing lists, copywriting, HTML vs text-only
- Spam filters, sender reputation and the Data Protection Act
- SEO, UGC, Web 3.0 and other hot topics you NEED to understand
- Round-up of statistics and great sources of info.

Who's it for?

Anyone looking for a non-technical and up-to-the-minute overview of e-marketing best practice.

Course dates:

8 March	London	£390 + VAT
6 November	London	£390 + VAT

Related course:

[Mastering SEO Marketing](#) (page 9)

www.marketability.info/e-marketing.html

Course tutor Rachel says:

'It's been fascinating tracking changes to best practice and seeing opportunities proliferate since we first launched this course in 2001. An amazing amount of content coupled with generous handouts and plenty of guidance on how to get started still makes this the place to be if a single day's 'crammer' is what you're looking for.'

'Well worth a day out of the office! Excellent approach that takes all attendees' needs into consideration.'

Delegate from Laurence King Publishing

'Practical, tailored and great fun – brilliant training all round.'

Delegate from Scholastic

'An excellent overview and insight into e-marketing.'

Delegate from Kew Publishing

'Awesome! Great teaching, location and food.'

Delegate from Oxford University Press (attending in Oxford)

'Really good ideas for opportunities that are out there for social networking sites, blogs, author-prompted action etc. Learnt lots about newsletters too!'

Delegate from Prestel Publishing

Mix and match content from any of our online marketing workshops to make your perfect in-company course. See page 3 for details



Rachel says:

'Year on year email marketing is getting tougher. Having a template, email lists and product copy is no guarantee of success: you need to be creative and canny, and that starts with understanding how people are relating to email marketing right now. So if email's what you really want to focus on, this is the course for you. If you'd prefer a bit of everything 'e' to give you confidence that you understand the options available, the E-Marketing Workshop was designed for you.'

Email Marketing Workshop

'An informative and engaging course providing a good base for publishers wishing to effectively use email marketing strategies.'

Delegate from Edinburgh University Press on an in-house course in 2011

We now rely on email as the primary channel for marketing communication, yet open and click-through rates are dropping alarmingly. How can you be sure your results are as good as they can be? And how do you persuade new potential customers to sign up, open up, click through – and do all of this on a regular basis?

This new course takes you from promoting your enews service to writing copy to engage and get those readers clicking!

What's covered?

- The sign up process. What makes people subscribe – and stay subscribed?
- Legal and technical stuff, from the Data Protection Act to firewalls and spam filters to the rise of mobile
- How to write killer subject lines and grab attention in the preview pane
- Establishing your email 'voice', and judging how much you need to say
- HTML vs text-only, and the balance of copy, visuals and links
- One-off marketing emails vs regular newsletters: keeping messages fresh
- Testing, metrics and benchmarks – how well are your emails performing?
- Managing challenges, from balancing 'creative' with templates, to negotiating with colleagues over email content.

Who's it for?

Absolutely anyone who wants their email marketing to be a cut above their competitors'.

Course tutor

Your course tutor is **Rachel Maund**, who's been tracking email trends and training in this area for a decade, as well as writing Marketability's eBulletin every fortnight since 2003.

Course dates:

17 May	London	£390 + VAT
13 September	Oxford	£390 + VAT

Related course:

[Direct Mail in a Digital Age](#) (page 5)

www.marketability.info/emailmktg.html

Subscribe to the Marketability eBulletin and book this course for £340 – see page 15 for details

REVISED FOR 2012

Mastering SEO Marketing

What does Google make of the content you're adding to your website? If you can confidently answer this, you can also create content which will be found and appreciated by more of your customers. So that's what we set out to achieve during this course. We cover paid search too, but the emphasis is on organic – improving search rankings purely by optimising your copy for the engines.

What's covered?

- Organic search: using web analytics to see where your traffic is coming from
- How search engines interrogate your site: indexing, linking, (crawling), page naming and structure, sitemaps and off site content such as user-generated content
- Linking strategies, off and on site
- Pay per click search (PPC): setting priorities, limits and understanding the results, dedicated landing pages, AdWord optimisation
- Utilising web analytics to monitor performance of search tactics and inform planning
- Google Scholar: key book demographics, importance of citing and how to improve Scholar ranking
- Social media (specifically LinkedIn, Twitter and Facebook) and its impact on search: developing a social media strategy, appearing as members of groups, trending and online communities, goal measurement
- 'Human optimisation' – a summary of how people respond, with examples (such as eye tracking reports). In our enthusiasm for SEO we mustn't lose sight of the fact that it's human beings who make buying decisions.

Who's it for?

Anyone feeling uncomfortably aware of the need to get to grips with SEO – mostly marketing executives and managers.

Course dates:

3 May	London	£390 + VAT
4 October	London	£390 + VAT

www.marketability.info/searchmktg.html

Find us on Facebook at The Marketability Grapevine – see page 16 for more info



'Amazed at the power of Google, it's a bit scary! Brilliant practical advice given which we will be able to implement immediately.'

Delegate from Wiley on an in-house course

'Really worthwhile – will actively change the way you address tasks you currently do.'

Delegate from Oxford University Press on an in-house course

Paul Crabtree is a Director of Velo//, a London-based digital marketing communications agency. After starting his career in Informa's online marketing team, Paul held senior consultancy positions within several large digital marketing agencies, all with significant publishing clients, including the leading email service provider Adestra (which serves most of the UK's largest publishers' email campaigns).

Rachel Maund joins Paul as guest tutor on 'human optimisation'.

Related course: [E-Marketing](#) (page 7)

NEW TUTOR PARTNERSHIP

Marketing Digital Products

'Very comprehensive, informative and useful across all digital product marketing.'

Delegate from SAGE Publications

There's a world of difference between marketing ebooks, electronic platforms or references, and printed books, but most people learn the hard way, on the job. This workshop is the savvy alternative, giving you a practical overview of the issues, the challenges, and the jargon – and the tools to manage them with confidence.

What's covered?

- Competing on the digital playing field – what's out there, key players and products. Whistle-stop tour of how we got to where we are now
- Essentials you NEED to know: pitfalls to avoid, how to answer difficult (often technical) questions
- Market segmentation – who are your audiences? What is each looking for? What will motivate them to buy?
- Practical checklists for promoting eBooks, apps, digital platforms and depositories – and not forgetting CD-ROMs and online content, especially in schools and ELT markets
- Staying in control: planning and scheduling, managing partnerships, assessing potential in international markets, and measuring ROI
- The buying cycle – awareness raising, product evaluation and conversion. How does this differ from paper-based products?
- Plenty of case studies, template plans, jargon-busting and leads for great places to help you stay ahead of the game
- A practical exercise working through real challenges brought by participants.

Who's it for?

Marketing executives and managers with responsibility for marketing digital products in specialist markets, especially (but not exclusively) academic, educational and practitioner.

Course dates:

27 March London £390 + VAT
15 November London £390 + VAT

www.marketability.info/mktgdigital.html

Check availability now by phoning 020 8977 2741 or emailing rachel@marketability.info



Course tutors: Charley Beattie (left) is Head of Scholarly Marketing at Palgrave Macmillan. Rebecca Jones (right) is a publishing consultant specialising in educational publishing. Both have plenty of hands-on experience of adapting to meet the needs of digital publishing.

'Really useful overview of digital products and of what other publishers are doing.'

Delegate from Edinburgh University Press

Related courses: [Academic Marketing](#) (page 11) and [Creative Publishing for Textbook Markets](#) (page 12)

Academic Marketing Workshop

It's tougher to sell to the higher education market now than it's ever been, with universal funding crises and widespread access to free online resources. As we jostle with our competitors to get attention and try to persuade lecturers, students and libraries to pay for our products, what marketing will succeed and how should it be delivered?

This workshop brings you right up to date with the realities of today's marketplace, introducing plenty of new ideas whilst reinforcing (or debunking) some of the truisms of the past. With examples of excellent practice from a wide range of companies.

What's covered?

- How universities and their libraries are typically structured. Where are the decision-makers? Who holds the purse-strings?
- Funding issues, from tuition fees to private universities, and how we should respond
- What lecturers and librarians tell publishers they want
- How buying decisions are made, and who gets the sale
- Case examples of 'ideal' textbook, monograph and reference marketing plans
- Where face-to-face selling, direct mail, conferences, e-marketing and academic review coverage fit – and tips for doing them effectively
- Exercises on devising a marketing strategy for two titles brought to the course by delegates.

Who's it for?

Anyone actively involved in marketing to the academic sector, especially in companies doing limited or no market research.

Course dates:

20 March London £390 + VAT
20 September London £390 + VAT

www.marketability.info/academic.html

To book see the back cover, or click on

'Book a Workshop' on our website

'Even if you think you know academic marketing you will learn a lot from this course'
Delegate from John Wiley

'A fantastic course! Everything you need to do successful academic marketing, lots of practical things to take away with you.'
Delegate from Oxford University Press

'Brilliant! The tutors really know how to keep the group engaged'
Delegate from Taylor and Francis

'The most useful workshop I have ever been on'
Delegate from Palgrave Macmillan

'Really helpful – I feel confident to go out and promote to the academic world with some authority now!'
Delegate from Oxfam

Exclusive to Marketability



Regular tutor Rachel Maund is joined by Rae Hardy, Head of College Marketing at Palgrave Macmillan

Rachel says:

'The content for this course was compiled by talking to lecturers, librarians, library suppliers and campus bookstores about the challenges as they saw them. The volatility in the academic sector right now makes understanding the issues especially crucial, and it's this that we set out to deliver, continually updating content as new reports and white papers are published. It's great to be working with Rae on this as she's guaranteed to bring realistic advice and practical tips 'from the front line' at Palgrave.'

Related courses: [Direct Mail](#) (page 5), [Email Marketing](#) (page 8) and [Marketing Digital Products](#) (page 10)

Creative Publishing for Textbook Markets

Developing profitable market-focused products for today's students and lecturers is a time-consuming and risky business. Everything has to be right: your understanding of the market, the quality of your content, the formats and platforms you choose and how you pitch your offer to customers. In a world dominated by course packs, custom publishing, ebooks and apps, how can you work with authors and colleagues to create and exploit great content for commercial success?

This practical workshop covers both print and digital resources, referencing some of the most exciting new initiatives across the industry, such as the development of online learning platforms and portals. We'll also discuss when and how textbook content can be repurposed in creative ways to meet evolving market needs.

What's covered?

- Make or break factors for textbook markets: strategies, products and management
- Market research and product development: needs, wants and experiences
- Adding value: companion websites, custom publishing and enhanced ebooks
- Mission critical factors for digital projects: routes to market, licensing models and DRM
- Building textbook brands: USPs, sales stories and product pedagogy.

Who's it for?

Editorial staff responsible for commissioning, developing and delivering textbooks, companion websites and other digital learning products for higher education markets.

Course dates:

24 May	London	£390 + VAT
8 November	London	£390 + VAT

Related courses: [Academic Marketing](#) (facing page), [Focus Groups](#) (page 3) and [Profitable Commissioning](#) (page 18)



Anna Faherty (left) has worked as a commissioning editor (Hodder, Pearson, Cengage), director (Palgrave), and consultant (OUP, T&F, SAGE, Wiley-Blackwell). She currently combines consultancy with lecturing on the MA in Publishing at Kingston University.

Lynda Thompson (right) is Digital Development Manager for College Publishing at Palgrave.

Lynda says:

'The world of textbook publishing has changed dramatically in recent years, leaving editors to grapple with the demands of changing student expectations, a more competitive marketplace, and a wealth of new technology. How can we adapt to meet challenges and take advantage of new opportunities, while continuing to do what we do best: develop fantastic content? Join us for a day exploring the issues, discussing great ideas and preparing ourselves for the future of the book.'

This is perfect for tailoring to run as an in-company course.
See page 3 for more details or email rachel@marketability.info

Schools Marketing Workshop

'Excellent – a must for all schools publishers. The background to government initiatives and curriculum change was particularly useful'

Delegate from Nelson Thornes

The coalition government has conducted a radical review of the UK schools sector, and in 2012 those changes are starting to bite. What do they mean for publishers?

This course looks at the size and shape of the schools sector and at the latest topical agendas and government initiatives, and explains how these impact on buying decisions. Practical marketing strategies and case examples cover a range of products from textbooks and revision guides, to online, CD-ROM based and blended learning products.

What's covered?

- What's happening in the primary and secondary schools sector today
- How buying decisions are made, and by whom
- Right marketing plan, right product: choosing effective tactics and messages, and the special considerations of marketing digital resources to schools
- Case examples of real campaigns throughout
- Quick and easy ways to calculate targets and analyse results
- Plenty of opportunity for discussion of your particular challenges.

Course tutors:

This course is led by **Rebecca Jones** (pictured right), who has worked in educational publishing for 20 years and is now a freelance consultant. She is joined by **Rachel Maund** as guest tutor.

Who's it for?

Anyone needing a topical overview of the UK schools market and looking for effective ways of marketing to it. Particularly relevant to Marketing Executives and Marketing Managers.

Course dates:

19 April	London	£390 + VAT
23 October	London	£390 + VAT

www.marketability.info/schools.html

Discounts are available on multiple and 'early bird' bookings – see booking form for details

Exclusive to Marketability

'A great overview of the schools market, plus practical tools for assessing teachers' needs and learning to address them.'

Delegate from Foyles Bookshop

'I've come away with 21 immediate points I can action.'

Delegate from the Specialist Schools and Academies Trust

'Brilliant – exceeded my expectations. Covered exactly what I needed and I've come away with lots of ideas and enthusiasm.'

Delegate from Oxfam Education

'I'm amazed at how much we managed to cover. If you want to learn a lot very quickly, do it!'

Delegate from Clementine Publishing

'Absolutely brilliant – anyone marketing to schools must attend.'

Delegate from Taylor & Francis



Rebecca says:

'The schools sector can be a minefield of acronyms and policy that challenges all of us to keep up! It is such a particular market where specific factors make the difference between a successful marketing campaign and a disappointing one. This course caters for anyone new to marketing to schools or wanting to bring themselves up to speed FAST. We share loads of tips designed to get you started.'

REVISED FOR 2012

Practical Publicity Workshop

How DO you get the attention of the national press, especially if you work in specialist publishing or for a smaller trade publisher? What constitutes 'publicity potential' in YOUR titles?

Dealing with the press can be daunting and frustrating. And so can managing author expectations, which might be for blanket coverage in the nationals whereas the reality (and appropriate strategy) will be securing reviews in niche journals.

This workshop focuses squarely on these issues: on spotting press potential, and equipping you to sell your story to nationals and broadcast media. Includes a new session for 2012 in which Corinne and Rachel will work with the group to advise how to develop publicity campaigns for real examples submitted by attendees.

What's covered?

- Planning and managing media campaigns – of all shapes and sizes
- How to get the attention of national and mainstream, broadcast, regional, specialist and online journalists and editors
- What journalists are looking for and where stories come from
- Press releases and the role of the press pack
- Real-time expert advice on your publicity challenges.

Who's it for?

Anyone in marketing or in specialist publishing who needs to include publicity campaigns within wider marketing plans, and anyone relatively new to publicity within general publishing.

Course dates:

24 April	London	£390 + VAT
16 October	London	£390 + VAT

www.marketability.info/publicity.html

Find us on Facebook at The Marketability Grapevine – see page 16 for more info

'A superb introduction to publicity essentials and the nitty-gritty.'

Delegate from Kogan Page

'I have so many ideas and knowledge now, I know I can do effective campaigns in the future!'

Delegate from SPCK Publishing

'Wonderful! [Tutors were] charismatic, friendly and informative. [Content was] well structured and easy to follow.'

Delegate from Summersdale Publishers

'Terrific – made me excited about my job again!'

Delegate from McGraw Hill

'Thank you for being so willing to share your experience and to make suggestions for the campaigns on which we are working. It was definitely one of the best training days I have ever been on.'

Delegate from Lion Hudson

'This has been invaluable! I have learned so much and have had really good fun!'

Delegate from Palgrave Macmillan



Regular tutor Rachel Maund is joined by freelance journalist and broadcaster Corinne Julius. Corinne (above) is a feature maker for BBC Radio 4 and a regular contributor to *Front Row* and The World Service's *The Strand*, and has been a reporter and producer for *Woman's Hour*. She writes regularly for the *Evening Standard*, *Country Life* and for a variety of magazines, including *Gardens Illustrated*, *History Today*, *Blueprint* and *Crafts*.

Corinne says:

'Publishers, especially specialist ones, often have a wealth of interesting stories and experts that we as journalists rarely know about. In my sessions I try to get across that the relationship between us can be symbiotic, so I explain how journalists work and how publishers can get our attention.'

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Introduction to Marketing in Publishing

Publishing has always given responsibility early, and whilst many people thrive on it, the chances of making expensive mistakes because of not understanding the wider context are real. Even newcomers with marketing qualifications struggle to apply them as new product proliferates, resources are tight, and the remit is often very broad.

What's covered?

- The life cycle of a book, from proposal to print: how do titles get contracted? How are print and price decisions made? Who gets what of the cover price of a book?
- Marketing channels and the supply chain
- Where marketing 'fits', and which departments it's crucial to understand
- How marketing budgets are set, and the typical marketing mix in publishing
- Tips for working with authors and editors
- Plenty of opportunities for questions and discussion.

'Good for useful info about publishing that everyone presumes you know but never actually tells you.'

Delegate from Ashgate Publishing

'I read through all the course notes afterwards which were EXCELLENT, I'll use them again for sure.'

Delegate from Bloomsbury Professional

Rachel says: 'The idea behind this workshop was to replicate an internal 'induction course' but in a small group environment where it's dead easy to ask 'silly' questions, like what on earth that acronym means ...'

Who's it for?

Anyone new to a marketing position in publishing, or wanting a better grasp of the wider publishing context.

Course dates:

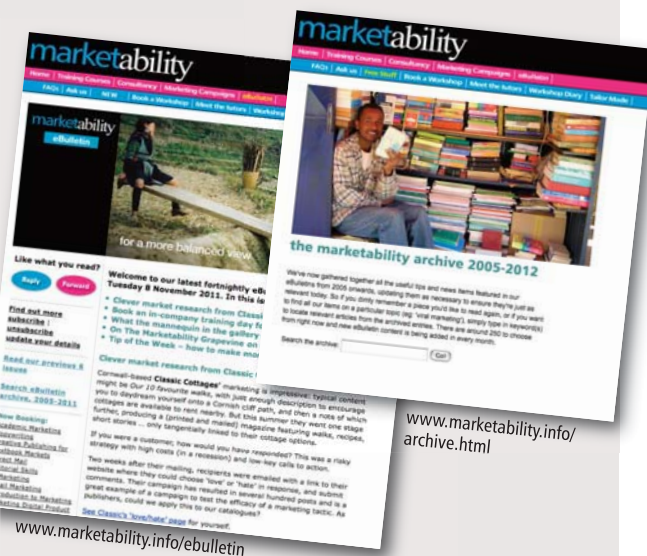
29 March	London	£390 + VAT
27 September	London	£390 + VAT

www.marketability.info/intromar.html

The Marketability eBulletin

fortnightly news and tips, and a £50 saving on individual training places

Our eBulletins have now been delivering tips and news to subscribers' inboxes for almost a decade! And articles from 2005 onwards are available in the eBulletin archive on our website. So if you dimly remember a piece you'd like to read again, or if you want to find all our items on a particular topic (eg: 'viral marketing'), give the archive a try.



www.marketability.info/archive.html

www.marketability.info/ebulletin

'I nearly always comment on something in your bulletin to others in the office, or click through at least once.'

Kathryn King, Multilingual Matters



Find us on Facebook at The Marketability Grapevine

Designed for delegates on our training courses but open to everyone, this is the place to:

- See photographs of training groups. Who do you know?
- Share news, tips and leads
- Ask questions of people in similar jobs
- Post news of vacancies (or availability)
- Network or re-connect with other participants on our courses
- See how many of your friends are already there!



<http://tinyurl.com/y7s2okt>

Impressive Marketing Plans – on a Small Budget

‘Fantastic and extremely useful, with practical advice.’

Delegate from McGraw-Hill

Expectations of authors (and of editors) can be high when it comes to marketing, yet often time and money are in short supply. This workshop is for anyone who recognises this dilemma. It is designed to help you capture the value of all areas of marketing activity and present them in the most positive and professional light, even if resources are limited.

What's covered?

- The Marketing Mix, the 4Ps, and how it all applies in the real world
- The key activities and how to make use of them cost-effectively
- Costing it out, and how it relates to the budget
- Marketing plan ‘blueprints’
- Getting the best out of authors and the value of author questionnaires
- How to sell a small budget plan to a big author ego
- Planning to analyse results.

Course dates:

26 April	London	£390 + VAT
1 November	Oxford	£390 + VAT

Rachel says:

‘I’m a passionate believer both that finding time to plan is essential to being in control and making sound decisions, and that the cheapest ideas are often the most effective. I’ve loved the neat ideas that attendees on this course have consistently come up with!’

www.marketability.info/marplan.html

‘Rachel was keen to answer the questions we came up with and very knowledgeable of all our sectors. Great follow-up of everyone’s needs at the end.’

Delegate from Hymns Ancient and Modern

‘Even if you have worked in marketing for years, this course will ensure you return refreshed and with new ideas to bring to your job.’

Delegate from British Museum Press

‘The workshop turned out to be exactly what I was hoping for. Clear, practical, relevant, informative – I’m looking forward to putting what I learned into practice.’

Delegate from The Policy Press

Who's it for?

Anyone with the new responsibility of marketing for a specific list, especially in academic, professional, or STM markets, or anyone who has tended to shelve the ‘planning’ through lack of time.

NEW TUTOR

Essential Editorial Skills

This lively workshop is a single-day intensive ‘crammer’ for newer editors, designed to provide excellent guidance in the most-needed skills.

What's covered?

- Assessing proposals for viability, including when and how to use external readers
- Presenting your case for publication in-house
- Getting author relationships on the right footing and managing expectations
- Managing your list, including: planning, scheduling and budgeting, how to keep on track and avoid slippage, and using lists as selling and recruiting tools
- Applying your skills to digital projects too
- Working effectively with production, sales and marketing – including briefing on new product, and surviving sales conferences
- Practical exercises based around ‘what do you do when ...?’ scenarios. Delegates are encouraged to submit their thorniest real problems before the course!

Who's it for?

Editors relatively new to a commissioning role. More experienced editors working in small publishing companies will also appreciate the up-to-the-minute round-up of best practice as a benchmark for their own experience.

Related course: [Working with Authors](#) (page 3)

Course dates:

6 March	London	£390 + VAT
25 September	London	£390 + VAT



Frانيا Hall is Senior Lecturer at the London College of Communication. She also has 20 years of editorial experience in academic, educational, business and legal publishing.

Frانيا Hall says:

‘The publishing committee can be daunting but assessing a project effectively, preparing a fantastic proposal, and planning for a successful publication, mean that these meetings should be a breeze. And with digital becoming more integrated into every aspect of the process, an understanding of the new issues this brings is critical. With exercises, problem solving and role plays, this is a great opportunity to check you have the core editorial skills to find and manage those winning projects!’

Reviews of this course tutored by ex-tutor Gill Davies:

‘This workshop has made me feel quite inspired to go back to my desk tomorrow and be super-efficient ... and assertive!’

Delegate from Emerald Group Publishing

‘A survival guide for new editors.’

Delegate from Kogan Page

‘Fantastic – couldn’t ask for more in terms of advice and experience. Also very entertaining!’

Delegate from Elsevier

‘The role play was excellent – really informative as an exercise ... This course is perfect for anyone developing their commissioning skills.’

Delegate from Palgrave Macmillan

‘You should attend – it offers wonderful advice and is a great opportunity to realise you are not alone in managing difficult authors.’

Delegate from Oxford University Press

www.marketability.info/essentialskills.html

To book see the back cover, or click on ‘Book a Workshop’ on our website

Profitable Commissioning

'I thought the course was brilliant – and all my colleagues thought likewise. Josie was such a great deliverer and it was all very clear and concise. I certainly gained a lot from it.'

Delegate from Elsevier

In a market as tough as today's, it's no longer enough to commission a list of first-rate titles. You're running a part of the business, and profitability (even in the non-profit sector) is essential to the organisation's survival – and yours. Sharpen your commercial focus and ensure that your editorial objectives are fully in line with those of the business with this one-day workshop, designed to be strategic, practical and highly motivating. If your editorial priorities and financial targets have ever seemed at odds, this is the course that will get them back in sync and working effectively for the success of your list, your company, and your career.

What's covered?

- Your list: what are the business needs?
- Analysing sales and profitability
- Strategic list-building
- Making your commissioning targets
- Meeting schedules and budgets
- Controlling profitability
- Releasing backlist profit
- Questions, discussion and exercises throughout.

Who's it for?

Commissioning editors, senior commissioning editors, publishers, editorial managers: anyone with responsibility for list-building and development in book publishing will benefit, whether in commercial or not for profit sectors.

Course dates:

28 June	London	£390 + VAT
22 November	London	£390 + VAT

Related course: [Creative Publishing for Textbook Markets](#) (page 12)

www.marketability.info/profcom.html

Check availability today by phoning 020 8977 2741 or emailing rachel@marketability.info

Josie says:

'Since this workshop was first run in 2007, the economic downturn has given even more urgency to our focus on directing editorial strategy towards business needs. There's nothing like giving your list a thorough profitability audit to focus the mind on the essentials that too often get missed in the daily grind...'



Course tutor:

Josie Dixon was Publishing Director for the Academic Division at Palgrave Macmillan until 2003, and before that worked for Cambridge University Press. She is now a publishing consultant with a special interest in training, and runs workshops on publishing internationally.

'Excellent overview of profitability. [Josie was] very clear about complex issues, drawing on a lot of relevant experience.' – Delegate from Peter Lang

'It has definitely given me food for thought in terms of how I approach my own commissioning.'

Delegate from Continuum

'She was friendly, responsive, her delivery style was excellent and she worked hard at including all the delegates.'

Delegate from Boydell & Brewer

'Made me more aware of how to manage my list and exploit backlist.' – Delegate from Cambridge University Press

BOOKING FORM – DETACH OR PHOTOCOPY

(You can also book at www.marketability.info. Click on 'Book a Workshop' on the top navigation bar.)

Please book the following Marketability Workshop places:

Name of Delegate	Job Title	Workshop	Date	Cost*
1				
2				
3				
4				
5				
6				

Special dietary or other requirements:

*You can claim discounted prices for the following:

1. **Early Bird Discount:** book 3 calendar months or more before and pay £365
2. **Multiple booking discount:** 3 places for £340 each booked on this form, or 6 places for £325 each (same basis)
3. **Marketability Carnet:** 10 training days in any 12 months for you to cash in as you please! £2,995 + VAT
4. **eBulletin subscribers:** single course places at £340. Subscribers are also the first to know about special offers. See below for details of how to sign up, or page 15 for further details.

YOUR DETAILS

Name (if different from the delegate):

Position: Organisation:

Address:

Telephone: Fax: Email:

Would you like to be kept in touch by email?

If you'd like to receive fortnightly eBulletins about topical news and tips, latest course availability and special offers, just go to www.marketability.info and hit the eBulletin button for more info and to view the latest issue, OR email rachel@marketability.info today with 'eBulletin please' as the subject line, or tick the box below.

Please add me and/or my colleagues to your emailing list. I understand that I/we can unsubscribe from this service at any point.

Please send me:

Extra copies of this brochure More information about Marketability's consultancy and marketing services

We will ONLY mail you with details of Marketability's training and marketing services. If you wish to be removed from the mailing list please tick here

To make a booking

Phone us on 020 8977 2741 or email rachel@marketability.info to check availability and make a provisional booking. We'll hold it for you for 5 working days.

THEN ...

1. Complete this booking form (or a photocopy) and scan/email it to us
2. Mail it to: **Marketability Workshops**, 12 Sandy Lane, Teddington, Middlesex. TW11 0DR, OR:
3. Complete the form online at www.marketability.info
4. Booking forms in PDF format can also be downloaded from our website.

REGISTRATION & PAYMENT

On receipt of your booking form we'll send you confirmation of place(s) booked for each delegate. Prepayment is generally required: we'll send you an invoice 2–6 weeks before the Workshop, or with your registration details. Cheques should be made payable to **Marketability (UK) Ltd** and sent to the Teddington address.

CANCELLATIONS

We know that cancellation can occasionally be unavoidable, and will do our best to keep charges to a minimum. You can substitute another delegate, or cancel 4 weeks or more before the course, at no charge. If we can re-fill the place we will also waive charges. For cancellations 1–4 weeks before the course a fee of 50% of the course fee will apply. Cancellations within 1 week of the course regrettably must attract full payment. We reserve the right to cancel courses at short notice if dates are under-subscribed, and strongly recommend delegates check with us prior to booking travel arrangements, unless we've confirmed the date by sending joining instructions.

