

marketability

Online Academic Marketing Workshop

2 x 3 hour sessions

Each 9am-12pm EDT (New York), 2pm-5pm BST (London)

This is one of our most popular face-to-face courses, now adapted to run over 2 x 3 hour sessions online on Zoom. It's limited to 12 participants to encourage group discussion.

It's tougher to sell to the global 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 for the attention of lecturers, students and libraries, what messages and which channels will succeed? And what is the impact of Covid-19 on the sector?

This workshop will give you the confidence to do the right things by providing an overview of the academic market, and by showing how large and small publishers are responding with excellent practice, giving you both the context and the practical tools to make sound marketing decisions.

Includes:

- How universities and their libraries are structured. Where are the decision-makers?
- Topical issues and challenges facing the sector, from Covid-19 to university funding, and from international league tables to REF, TEF and Plan S
- What lecturers and librarians tell publishers they want
- How buying decisions are made and who gets the sale
- Case examples of 'ideal' textbook, reference and digital marketing plans
- The role of face-to-face selling, catalogues, conferences, digital marketing, email and social media in the marketing mix – and tips for doing them well
- An exercise on devising marketing strategies for three 'typical' academic titles
- How one academic publisher, Emerald Group Publishing, is responding to the challenges.

Course tutors:

Regular tutor **Rachel Maund** has over 35 years experience in the sector. She is joined by **Laura Ingle**, Head of Product and Institutional Marketing at Emerald Group Publishing.

What's the day like?

An insight into the realities of the academic sector and a great confidence-boost.

Who should attend?

Marketing Executives and Managers, and Editors in academic publishing.

Format: 2 sessions each of 3 hours with a break, delivered on Zoom

Cost: £350 (+ VAT)

For more information or to reserve a place email rachel@marketability.info, or complete the online booking form (choose other price to enter £350) and we will contact you promptly.

Online Academic Marketing Workshop

2 x 3 hour sessions

*** AGENDA, EDT time (New York, morning) ***

SESSION 1

9.00 – 9.15

Introductory discussion

9.15 – 10.15

Rachel: Today's academic market. Hot topics and challenges in the higher education sector. What lecturers and librarians want from publishers.

10.15 – 10.45

Rachel: Good practice in academic marketing. Looking at the role of different marketing channels.

10.45 – 11.00

Break

11.00 – 11.30

Groupwork – working in breakout groups to plan the marketing for a textbook, a monograph, or a major reference work (initial work to be briefed and completed ahead of the course)

11.30 – 12.00

Reconvene, questions, discussion.

SESSION 2

9.00 – 9.15

Recap and questions

9.15 – 10.15

Laura: one publisher's perspective, how Emerald Group Publishing is responding in its academic marketing

10.15 – 10.45

Groupwork – breakout groups continue to develop their ideas to present to the rest of the participants

10.45 – 11.00

Break

11.00 – 11.30

Groups reconvene and present their ideas. Group feedback and discussion

11.30 – 12.00

Final selection of real examples from publishing, followed by questions and close.

Online Academic Marketing Workshop

2 x 3 hour sessions

*** AGENDA, BST time (London, afternoon) ***

SESSION 1

2.00 – 2.15

Introductory discussion

2.15 – 3.15

Rachel: Today's academic market. Hot topics and challenges in the higher education sector. What lecturers and librarians want from publishers.

3.15 – 3.45

Rachel: Good practice in academic marketing. Looking at the role of different marketing channels.

3.45 – 4.00

Break

4.00 – 4.30

Groupwork – working in breakout groups to plan the marketing for a textbook, a monograph, or a major reference work (initial work to be briefed and completed ahead of the course)

4.30 – 5.00

Reconvene, questions, discussion.

SESSION 2

2.00 – 2.15

Recap and questions

2.15 – 3.15

Laura: one publisher's perspective, how Emerald Group Publishing is responding in its academic marketing

3.15 – 3.45

Groupwork – breakout groups continue to develop their ideas to present to the rest of the participants

3.45 – 4.00

Break

4.00 – 4.30

Groups reconvene and present their ideas. Group feedback and discussion

4.30 – 5.00

Final selection of real examples from publishing, followed by questions and close.