

Exclusively available to tailor for in-company courses

Effective Working with Authors

from proposal to publication (and beyond)

'I just wanted to thank you and Gill for the wonderful workshop yesterday. I have to say that it was probably the best training course I've ever attended in my entire career. It's so rare to have courses that are both practical and informative. Not to mention the fact that neither of you degenerated into "corporate-speak" even once. Thank you so much.'

Sharon Nash, Senior Development Editor, Elsevier Ltd., attending an in-house course

This addresses a question as old as publishing: *how do we keep authors happy from contract onwards, derive the benefits of their expertise and contacts, get them to deliver what we want and on schedule, **and** manage their expectations?* This relationship is critical, but too often it's marred by unrealistic expectations and frustration. So what can we do about it? This highly practical and topical workshop is a great place to start!

Content typically includes:

- The publishing process as seen by the author
- Proposals and contracts: getting it right from the start
- Getting authors to deliver what you want, when you want it
- 'Educating' authors as to market conditions, and marketing opportunities
- Making the most of author marketing questionnaires
- Selling the 'benefits package': author care, newsletters and microsites
- How to handle those difficult questions ...
- Group exercises tackling challenging case examples supplied by delegates
- Lots of anecdotes/examples, and tips for dealing with difficult people and big egos.

Course tutors

Regular tutor **Rachel Maund** is joined by **Gill Davies**, experienced publisher, lecturer and tutor, and author of *Book Commissioning and Acquisition* (2nd Ed, Routledge 2004). Between them they have around 50 years of experience of getting authors to do just what they want, whilst believing they're getting their own way ...

This course is not currently available on our 'open' Workshops programme, but the agenda above can be tailored to cater to your precise needs.

Why not ask us about a bespoke version of this course today?

**CALL NOW ON 020 8977 2741, OR
EMAIL rachel@marketability.info
www.marketability.info/authors.html**