

*Includes a copy of Gill's book in the course price!*

# Essential Editorial Skills

**'Gill was a brilliant tutor ... years of valuable experience condensed into one manageable chunk.'**

*Delegate from Hodder Murray*

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

*Delegate from Palgrave Macmillan*

This lively workshop, tutored by Gill Davies, is a single-day intensive 'crammer' for newer editors, designed to provide excellent guidance in the most-needed skills, from assessing the viability of proposals, to managing authors, to planning and budgeting, through to list building to develop a cohesive publishing strategy and brand.

## **Includes:**

- 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
- Ensuring that you and your author have the same understanding of the project
- Managing your list, including: planning, scheduling and budgeting, how to keep on track and avoid slippage, and using lists as selling and recruiting tools
- 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 will be encouraged to send Gill their thorniest real problems before the course!

As well as your handout kit, the course price also includes a copy of Gill's book (see below), which all adds up to a highly practical 'good practice toolkit' for any editor relatively new to commissioning.

## **Course tutor**

**Gill Davies** is an experienced publisher, lecturer and tutor, and the author of *Book Commissioning and Acquisition* (Routledge 2004, 2<sup>nd</sup> Edition £19.99). Her sessions are always packed with tips and anecdotes, and are as entertaining as they are instructive.

## **Who should attend?**

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, and as an effective confidence-boost.

## **What's the day like?**

Practical, highly interactive, and supportive, with plenty of easy-to-relate-to examples.

## **Course dates:**

9 March 2010

London

£375 + VAT

12 October 2010

London

£375 + VAT

**CHECK AVAILABILITY NOW ON 020 8977 2741, OR  
EMAIL [rachel@marketability.info](mailto:rachel@marketability.info)  
[www.marketability.info/essentialskills.html](http://www.marketability.info/essentialskills.html)**