

*'Very good for focusing the mind on core financial concerns' – Delegate from Pluto Press*

# Profitable Commissioning

*'Practical overview, a stimulating rethink of where we are and where we're going'*

*Delegate from Dundee University Press*

*'Josie was clearly very experienced and had lots of examples to draw on. Good balance of tutor-led training and discussion'*

*Delegate from Nelson Thornes*

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.

#### ***Includes:***

- 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.

#### ***Course tutor***

**Josie Dixon** was Publishing Director for the Academic Division at Palgrave Macmillan until 2003, and before that worked for Cambridge University Press. Now a publishing consultant with a special interest in training, she gives workshops in publishing internationally.

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

Highly practical and motivating. The workshop content is always grounded in real publishing examples, with plenty of opportunity for discussion.

#### ***Who should attend?***

Commissioning Editors, Senior Commissioning Editors, Publishers, Editorial Managers: anyone with responsibility for list-building and development will benefit, whether in commercial publishing or not for profit.

#### ***Course dates:***

**24 June 2010**

**London**

**£375 + VAT**

**25 November 2010**

**London**

**£375 + VAT**

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