

Exclusive to Marketability

Trade Marketing in the Real World

'Really, really excellent – I've got 34 action points!'

Delegate from Pearson Education

'Full of great advice and tips for maximising marketing and sales potential of your books.'

Delegate from Palgrave Macmillan

Does 'working with bookstores' seem to be limited to discount negotiations and single-copy orders of your lead titles? We promise there is more to it than this!

The **good news** is that bookstores are doing more to market to their customers than they ever have, there are innovative publisher campaigns to learn from, and despite Amazon, many customers still choose to buy through their local 'bricks and mortar' stores.

This course crucially focuses on what can be achieved by specialist and/or small publishers with limited budgets and time, by forging relationships with the right trade partners. It also provides an easily digestible summary of some of the really hot topics facing the book trade currently.

Includes:

- A round-up of current trends and challenges in the UK
- The marketing options on offer from book retailers
- AIs and the critical role of the sales kit
- How and when the chains plan promotions
- Plenty of case studies and examples of excellent trade marketing
- Getting the supermarkets (and other new channels) into perspective
- The international book trade: how far is the UK scene mirrored in other markets?
- How to succeed with Amazon
- Plenty of discussion of real challenges experienced by delegates.

Course tutors

Regular tutor **Rachel Maund** is joined by **Euan Hirst**, Stock Development Manager at Blackwell's flagship bookshop on Broad Street Oxford.

Who should attend?

Anyone in marketing or in sales looking for an exceptionally current overview of this crucial but rapidly changing sector, and for practical ideas for effective and inexpensive trade marketing.

Course dates:

13 May 2010

London

£375 + VAT

21 October 2010

London

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**CHECK AVAILABILITY NOW ON 020 8977 2741, OR
EMAIL rachel@marketability.info
www.marketability.info/trade.html**