

# 2016 INTERNATIONAL PUBLISHING SUMMER SCHOOL

4-15 July 2016

Oxford International Centre for Publishing Studies, UK



Delegates and tutors from the 2015 International Publishing Summer School

“The course was packed with relevant and useful topics, and the structure was well-planned and well-received. It was an excellent summer school and I really recommend it.”

**Nagalakshmi Balakrishnan**  
Ratna Sagar, India



- Stimulating ideas
- Strategic guidance
- Inspiring advice
- Innovative thinking
- Wide-ranging views
- Practical suggestions
- Realistic goals

# International Publishing Summer School

This prestigious two-week course, now in its fourth year, brings together publishers from around the world to develop new skills as international publishers and to discuss issues of importance to our industry.

## Key benefits of the Summer School:

- Learn from highly experienced tutors based at the Oxford International Centre for Publishing Studies, the market leader in publishing education
- Focus on new technologies, and recognize which will be the most effective in helping you build a business
- Hear from top industry speakers about how they have created, developed and sold products and services to a range of markets
- Get stimulating ideas to help develop your strategic thinking
- Gain a better appreciation of how publishing works internationally
- Improve your knowledge across a range of publishing areas – editorial, production, sales and marketing – all with a focus on the latest technology
- Try out a range of new skills in breakout groups and workshop situations
- Visit key industry players at the cutting edge of digital developments



“Instructive, informative, exciting and appealing. I was inspired by new ideas and information that will drastically improve my work place activities and general work style.”

**Kenneth Obinyan**

National Open University of Nigeria



Headington Hill Hall

## Who should come to the Summer School?

The International Publishing Summer School is designed for mid- to senior-level publishers from around the world, who want to come to Oxford to find out about the latest developments and trends in the industry. Delegates have a variety of backgrounds in publishing – trade, academic, educational, professional, digital, journal and magazine – and they come from a wide range of organisations:

- publishing companies, large and small
- societies and associations
- charities and not-for-profit organisations
- museums and galleries
- businesses producing newsletters
- publishing start-ups

Most people attending have at least 5 years' experience, but others with less experience may sometimes be admitted. The course is taught in English.



# Provisional Programme

(subject to change without notice)

## Week 1

### Monday 4 July 2016

- Introduction to Summer School
- Trends and Internationalisation in UK Publishing
- Digital trends in other media industries: music, newspapers, games and magazine publishing

### Tuesday 5 July 2016

- Buying and Selling International Rights
- Digital Rights Management
- Tour of the Bodleian Library and literary tour of Oxford

### Wednesday 6 July 2016

- Business Models and Monetising Workflow
- Consumer Trends and Futureproofing
- Group Project on Digital Publishing

### Thursday 7 July 2016

- Why Metadata Matters
- Content Management, Digital Workflow and XML
- E-Book Production

### Friday 8 July 2016

- Green Publishing and the Supply Chain
- Educational Publishing
- Magazine Publishing
- One-to-One Sessions with OICPS lecturers

## Week 2

### Monday 11 July 2016

- Journals Publishing – visit to Wiley Publishers
- 21st Century Authorship
- The Value of a Literary Agent

### Tuesday 12 July 2016

- Visit to Lightning Source, Milton Keynes
- Marketing: Publishing's Secret Weapon
- Trade Publishing

### Wednesday 13 July 2016

- Finance
- Textbook and Monograph Publishing
- Mergers and Acquisitions, Money and Culture

### Thursday 14 July 2016

- Selling Across Borders
- Professional Publishing
- Digital Innovation and Creativity
- Defending Copyright and Combating Piracy
- Special Conference Dinner

### Friday 15 July 2016

- Building Communities
- Panel Discussion: Publishing – The Next Five Years

## Guest speakers

**David Attwooll**,  
MD, Attwooll Associates

**Emma Barnes**, MD, Snowbooks

**Michael Bhaskar**, Co-Founder  
and Publishing Director, Canelo

**Felicity Bryan**, Chair,  
Felicity Bryan Literary Agency

**Alexa Dugan**,  
Associate Marketing Director,  
Wiley Publishers

**Jonathan Glasspool**,  
MD, Bloomsbury Academic  
and Professional

**Clare Hodder** and **Ruth Tellis**,  
Rights2 Consultants

**Mary James**, Head of BTEC,  
Pearson

**Philip Jones**,  
Publisher, The Bookseller

**Simon Littlewood**,  
Formerly International Director,  
Random House

**Ashley Lodge**,  
Senior Publisher, Pearson

**Juliet Mabey**,  
MD, Oneworld Publications

**Richard Mollett**,  
CEO, The Publishers Association

**Sinead Moloney**,  
Publisher, Hart Publishing

**David Nicholson**,  
Vice President and Publishing  
Director, Wiley Publishers

**Rebecca Smart**,  
CEO, Ebury Publishing

**C M Taylor**, author and app maker

**Henry Volans**,  
Head of Faber Digital

“ Good structure and organisation... the lecturers are excellent! They are experienced, humorous and helpful. ”

**Zhanwei Liu**

Higher Education Press, China

## About the Programme

The programme is designed for those with experience in the publishing industry. You are likely to be a go-ahead entrepreneur within a small or large publishing organisation, keen to develop your strategic and decision-making skills.

### Included in the Summer School:

- A full programme of lectures and seminars
- 13 nights accommodation in our modern postgraduate centre
- Single rooms with en-suite facilities
- All meals and refreshments from breakfast on Monday 4 July to breakfast on Saturday 16 July\*
- External visit to a publishing company and printing house, and a private literary tour of Oxford and Oxford University's world-famous Bodleian Library
- A special conference dinner at a local restaurant, with an after-dinner speaker
- The opportunity to have one-to-one meetings with Senior Lecturers from OICPS to seek advice on specific issues
- The use of Oxford Brookes University's library, including the extensive publishing session

\*Breakfast only is provided during the middle weekend 9-10 July so that delegates are free to make their own arrangements for this period

### Cost:

The all-inclusive cost is £2,950. To reserve a place, delegates must pay a non-refundable deposit of £500; the balance of the cost is due in full six weeks before the start of the course.

Unfortunately, there are no bursaries or scholarships available from Oxford Brookes University.

### Accommodation

The first day of the Summer School is Monday 4 July and 13 nights accommodation is included from Sunday 3 July until Saturday 16 July 2016.

“Everything was perfect! Please continue to run the summer school again and again!”

**Thankrit Jhongjan**

Paradabook Publishing Ltd, Thailand

## How to book

Please go to the website: [http://publishing.brookes.ac.uk/event/international\\_publishing\\_summer\\_school\\_2016](http://publishing.brookes.ac.uk/event/international_publishing_summer_school_2016) and click on the booking information button to pay using the online shop.

Alternatively, for further information and to register your interest, please contact Sue Miller: [sue.miller@brookes.ac.uk](mailto:sue.miller@brookes.ac.uk)

The Oxford International Centre for Publishing Studies is part of the School of Arts at Oxford Brookes University. For more information about the School please visit: [www.arts.brookes.ac.uk](http://www.arts.brookes.ac.uk)

“The course was fantastic value. I gained a very good overview of all the subject areas and learned a great deal from case studies.”

**Lea Adamson**

Argo Publishers, Estonia

“Fantastic! The lectures are very professional and I learned a lot.”

**Min Zheng**, HarperCollins UK

**OXFORD  
BROOKES  
UNIVERSITY**

THE **PUBLISHERS**  
ASSOCIATION



Oxford Brookes promotes equality of opportunity for all who study, work and visit here. For more details please visit [www.brookes.ac.uk/services/hr/eod](http://www.brookes.ac.uk/services/hr/eod) or phone +44 (0) 1865 485929

All information is correct at the time of going to press (September 2015).  
Please refer to the University's website for the most up-to-date details.

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