

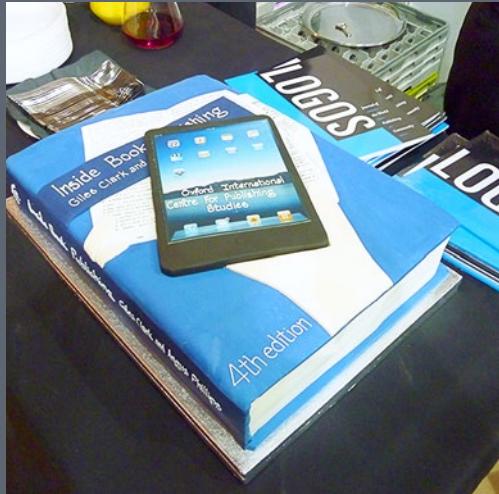
INTERNATIONAL PUBLISHING SUMMER SCHOOL

7 – 18 July 2014

Oxford International Centre for Publishing Studies, UK



Delegates from the 2013 International Publishing Summer School



Provided a clear overview of the industry and possible future directions. It exceeded my expectations.

Chris Gray

Freelance ELT author and consultant,
Hong Kong

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

10% discount for bookings
made before
31 March 2014

International Publishing Summer School

**Monday 7 July 2014 to Friday 18 July 2014
Headington Hill Hall
Oxford Brookes University**

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

The course will provide an opportunity for you to:

- 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
- 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



The course was excellent value. It gave us a very good overview of all the subject areas and provided us with excellent case studies.

Jeff Iezzi

Cornelsen Schulverlage, Germany



It was obvious that a lot of thinking and planning had gone into the course. Every day was stimulating and gave me a lot of food for thought.

Pooja Advani

Ratna Sagar Ltd, India



Headington Hill Hall



The course was well tailored to the groups' needs and wants and there was a great selection of speakers... all marvellous and engaging, with a wealth of knowledge.

Eric Meredith

National Gallery of Australia



The speakers were excellent and had a good sense of humour – they gave good insight into their areas. I have gained a lot of insight into the digital aspects of publishing which I intend to apply to our work back home.

Mary Edwards

Bank of Ghana

Provisional Programme

(subject to change without notice)

Week 1

Monday 7 July 2014

- The 'internationalization' of and trends in publishing
- Managing 'e' and 'p' publishing
- Digital trends in other media industries

Tuesday 8 July 2014

- Copyright and rights
- International Book Fairs
- XML workflow and digital first

Wednesday 9 July 2014

- Digital business models
- Ebooks, apps and online
- New digital products
- Content management and case study

Thursday 10 July 2014

- The implication for finance: costings, pricing, discounts
- Developing workforce skills and competencies
- Children's Publishing

Friday 11 July 2014

- Visit to Lightning Source, Milton Keynes

Week 2

Monday 14 July 2014

- Managing author relationships in an age of self-publishing
- Academic Publishing
- Journals Publishing

Tuesday 15 July 2014

- Visit to local publishing company
- Green publishing
- Trade Publishing
- Professional Publishing

Wednesday 16 July 2014

- Vertical publishing and social media
- The supply chain – online and retail
- Afternoon tour of the Bodleian Library and a literary tour of Oxford

Thursday 17 July 2014

- Adapting to change and managing transition
- Working with Google
- Piracy
- Special Conference Dinner at Quod Restaurant, Oxford

Friday 18 July 2014

- Visit to Oxford University Press and OUP Museum
- Summary and conclusions

Guest speakers

(at 2013 Summer School)

David Attwooll,
MD, Attwooll Associates

Richard Charkin,
CEO Bloomsbury

Jonathan Glasspool,
MD, Bloomsbury Academic
and Professional

Santiago de la Mora,
Director, Print Content
Partnerships, Europe, Google

Nigel Roby, Publisher,
The Bookseller

Simon Littlewood,
International Director,
RandomHouse

Christoph Chesher, Group Sales
Director, Informa Group

Hal Robinson, CEO, Libris
Philip Shaw, Associate, Bertolli Mitchell

Rebecca Smart,
MD, The Osprey Group

Anthony Watkinson, Principal
Consultant, CIBER Research

Jessica Kingsley, MD,
Jessica Kingsley Publishers

Juliet Mabey,
MD, OneWorld Publications
Richard Mollet, CEO,
The Publishers Association

About the Programme

Who Is It for?

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

What does it cost?

The delegate fee for the two-week programme is £2,950 – 10% discount for bookings received before 31 March 2014. This includes:

- All teaching, including invited industry experts
- En suite accommodation in our postgraduate centre
- A special conference dinner
- Two days of industry visits

Accommodation

The first day of the Summer School is Monday 7 July and 13 nights accommodation is included from Sunday 6 July until Saturday 19 July 2014



I really liked the fact that I got an overview of all aspects of publishing - even the bits that were not directly relevant for my work. There was a good mixture of lectures, activities and excursions. I liked the small group size, enabling us to get to know each other very well.

Georgina Hickey

Australian Centre for International Agricultural Research



The content of the programme was very appropriate to the needs of the delegates... the OICPS lecturers are seasoned professionals who are always on hand to attend and assist all the delegates. The team is wonderful!

Hilary Enenche

Nigeria Extractive Industries Transparency Initiative

How to book

Please go the website: http://publishing.brookes.ac.uk/event/international_publishing_summer_school_2014 and click on the booking information button to pay using the online shop.

Alternatively, for further information please contact Sue Miller:
sue.miller@brookes.ac.uk

The Oxford Centre for International Publishing is part of the School of Arts at Oxford Brookes University. For more information about the School please visit www.arts.brookes.ac.uk



Both the content and the atmosphere were excellent. In particular, the speakers put across their passion for their work.

Martin Hoffmann

founder of a startup company, Germany



Very good lecturers, well-prepared and easy-going... It gave me a full picture of publishing, the current issues and future developments.

Jiang Jie

Higher Education Press, China

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THE **PUBLISHERS**
ASSOCIATION



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