

# INTERNATIONAL PUBLISHING SUMMER SCHOOL

6-17 July 2015

Oxford International Centre for Publishing Studies, UK



Delegates and tutors from the 2014 International Publishing Summer School

The lectures were well designed and prepared and the materials were very useful. The course gave me many practical suggestions and great insights into the latest developments in the international publishing industry.

**Li Qing**

Higher Education Press, China

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

**£200 discount for bookings  
made before  
30 April 2015**

# International Publishing Summer School

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

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



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

“The OICPS lecturers, the guest speakers, and the course overall were all excellent.”

**Dr Haseeb Irfanullah**

Disaster Risk Reduction and Climate Change Programme, Bangladesh

“A well-tailored and very engaging course. I gained fantastic insight into the digital aspects of publishing which I can apply to my work back home.”

**Varuni de Silva**

Sri Lanka Journal of Psychiatry

# Provisional Programme

(subject to change without notice)

## Week 1

### Monday 6 July 2015

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

### Tuesday 7 July 2015

- Digital Rights Management
- Rights and International Book Fairs
- Tour of the Bodleian Library and literary tour of Oxford

### Wednesday 8 July 2015

- Business Models, Digital Products and Formats
- Publishing Standards
- Group project on digital publishing

### Thursday 9 July 2015

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

### Friday 10 July 2015

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

## Week 2

### Monday 13 July 2015

- Visit to Wiley Publishers
- Journals Publishing
- Textbook and Monograph Publishing
- Managing Author Relationships in an Age of Self-Publishing

### Tuesday 14 July 2015

- Visit to Lightning Source, Milton Keynes
- Principles and Practices of Marketing
- Selling Across Borders

### Wednesday 15 July 2015

- Finance: Costings, Pricing, Discounts
- Mergers and Acquisitions, Money and Culture

### Thursday 16 July 2015

- Trade Publishing
- Professional Publishing
- Born Digital: The Writer as Entrepreneur and the Story as Game
- Defending Copyright and Combatting Piracy
- Special Conference Dinner at Quod Restaurant, Oxford

### Friday 17 July 2015

- Magazine Publishing
- Summary and Conclusions; Panel Q&A Session

## 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

**Lindsey Charles,**  
Educational Publishing Consultant

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

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

**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

**Nigel Roby,**  
Publisher, The Bookseller

**Philip Shaw,**  
Associate, Bertolli Mitchell

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

It provided me with an overall view of the whole publishing process and the speakers were passionate and highly-experienced.

**Xu Dong Jiang**

Higher Education Press, China

## 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 – a £200 discount for bookings received before 30 April 2015. This includes:

- A full programme of lectures and seminars
- En suite accommodation in our postgraduate centre
- All meals from breakfast on Monday 6 July to breakfast on Saturday 18 July\*
- A special conference dinner with after-dinner speaker
- Industry visits, a literary tour of Oxford, and a visit to Oxford University's Bodleian Library

\*Breakfast only is provided during the middle weekend 11-12 July so that delegates are free to make their own arrangements for this period

### Accommodation

The first day of the Summer School is Monday 6 July and 13 nights accommodation is included from Sunday 5 July until Saturday 18 July 2015.

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

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\\_2015](http://publishing.brookes.ac.uk/event/international_publishing_summer_school_2015) 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

**OXFORD  
BROOKES  
UNIVERSITY**

THE **PUBLISHERS**  
ASSOCIATION



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