

publishing portfolio

Introduction to Publishing

Getting to grips with all the intricacies of the publishing industry can be a hard task for those people who are new to it. The world of publishing is an ever-evolving place and understanding how your role and your company fit in can be difficult.

Introduction to Publishing looks at the publishing activities of book, journal and specialist publishers, including their offerings in other media and enables you to settle into your publishing company by providing you with essential background knowledge. This knowledge will help to build confidence and accelerate your journey up the steep learning curve of your new role.

Introduction to Publishing enables the learner to:

- Understand what publishers do and how they become successful
- Look at the publishing cycle and how the production process works
- Understand the broader publishing industry – for example how it is structured and who is in it
- Look at the marketplace and discover how publishers target their markets and prioritise their efforts
- Better understand how their role fits into the publishing world and what they can expect from a career in publishing
- Look at different types of publishing such as books, journals and digital



An annual license to **Introduction to Publishing** provides new publishing staff with year-round access to this unique learning resource.

Learning outcomes

The point of publishing

- What do publishers do?
- How do publishers succeed?
- Why are authors important?
- What other stakeholders are there?
- What do publishers contribute?
- What goes on inside a publishing company?
- What types of publishers are there?

The publishing cycle

- What is the publishing cycle?
- How does the cycle change depending on the type of publishing?
- What is the production process?
- How are different departments involved in the publishing cycle?
- What makes a product a success?

The industry

- How is the industry structured?
- Who is in the industry?
- Where does the money go?
- How does the industry evolve?

The marketplace

- What are the main markets and how big are they?
- How do publishers reach their markets?
- Why do publishers need the middle men?
- How do publishers prioritise and focus their efforts?
- What are the trends and challenges in the marketplace?

Your career

- What skills do you need to be successful?
- Where can your career take you?
- How have others made their career a success?

Target audience

This course is designed to appeal to new publishing professionals at all levels. It can also be used as a refresher for existing staff. It assumes no prior knowledge of the publishing industry.

Additional services

Blended learning: ½ day workshops available.

Tailoring: include your examples and issues.

See also: *Making Money out of Publishing, Developing Authors, Networking Skills, Negotiation Skills.*