

Creative Entrepreneurship

14th-16th January 2015



Developing world class talent

The
Oxfordshire
Publishing
Group

"Varied and relevant in its component parts, this course was hugely inspirational. I cannot recommend it highly enough."

Charlotte Salvesen-Ford
Digital Publishing Manager
Osprey Group

In the fast-changing world of publishing the publishers most likely to succeed are those who combine creative entrepreneurial skills with digital know-how. Being open to new ideas, learning from other media, thinking in new ways about new products, ensuring ideas get heard and working collaboratively, all contribute to the best ideas seeing the light of day.

Creative Entrepreneurship (previously run as Fusion Workshop) is an exciting and innovative course for anyone who wants to learn how to develop new initiatives and ensure they reach fruition, and to understand how new business models contribute to this.

"I thought the course was fantastic - one of the best I've ever been on. Very inspirational and interesting. I can't rave enough about how great this course was. Far exceeded my expectations... please run it again, as soon as possible, because I want to send my entire team on it."

Astrid deRidder
Content Development Manager
Cambridge University Press

This three-day residential course will be led by expert publishing staff from the Oxford International Centre for Publishing Studies at Oxford Brookes University, together with a group of inspirational and exciting speakers.

The course will help inspire new ideas and new ways of thinking that can be directly applied in the workplace. In the evenings, delegates will work on a born digital project and, on the final day, delegates' managers are warmly welcomed to join the course to find out about some of the exciting things that have been learned and to hear the presentations.

Emma Barnes

CEO, *Bibliocloud* and enterprise management software developer

Marc Bloch

Head of Digital, *Pearson*

Eric Huang

Development Director, *Made in Me*

Piers Ibbotson

coach and facilitator

John Mitchinson

author, publisher and co-founder of *Unbound*

Rebecca Smart

Managing Director, *Ebury*

C M Taylor

author, ghost-writer, app maker and screenwriter

Who is it for?

The course is for publishers from any part of the business who want to think creatively about their work, expose themselves to new ideas, and thrive professionally.

Where and when?

14-16 January 2015
Oxford Spire Four Pillars Hotel,
Abingdon Road, Oxford, OX1 4PS

What does it cost?

The three day course, including all the teaching, meals and two nights' accommodation costs £795. A non-residential rate of £645 is available for publishers who live locally, but delegates must be prepared to stay at the hotel during the evening to work in groups on a live project.

How do I book?

There are just 20 places available for this course, so do get your booking in quickly!

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To book,
click [here](#)



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