

INTERNATIONAL PUBLISHING SUMMER SCHOOL 2014

TIMETABLE

Week 1

Monday 7th July

Introduction to summer school – *Angus Phillips*, Head, Oxford International Centre for Publishing Studies (OICPS)

Trends and internationalisation in UK publishing, *Liz Thomson*, Editor, BookBrunch

Digital trends in other media industries: music, newspapers, games and magazine publishing – *Angus Phillips and Leander Reeves*, OICPS

Tuesday 8th July

Digital Rights Management, *David Attwooll*, MD, Attwooll Associates

Rights and International Book Fairs – *Beverley Tarquini and Sheila Lambie*, OICPS

Business Models, Digital products and formats, Publishing standards, digital products and formats – *Chris Jennings and Helena Markou*, OICPS

Wednesday 9th July

Group project on digital publishing – *Chris Jennings, Helena Markou and Nicola Timbrell*, OICPS

Content management, digital workflow and XML

Optimising Publishing Workflow, or Why Metadata Matters – *Emma Barnes*, Managing Director, Snowbooks

Thursday 10th July

Finance: costings, pricing, discounts – *Philip Shaw*, Associate at Bertoli Mitchell

Professional publishing – *Richard Hart*, Managing Director, Hart Publishing

Trade publishing – *Juliet Mabey*, Managing Director, Oneworld Publications

Friday 11th July

Industry visit to Lightning Source and Lion Hudson

Week 2

Monday 14th July

Textbook and Monograph Publishing – *Beverley Tarquini*

Journals Publishing – *Anthony Watkinson*, Principal Consultant CIBER Research and Associate Consultant, OICPS and a team of journals publishers

Managing author relationships in an age of self-publishing – *Beverley Tarquini and Felicity Bryan*, Chair, Felicity Bryan Literary Agency

Tuesday 15th July

Principles and practice of marketing – *Sheila Lambie*

Selling across borders - *Simon Littlewood*, International Director, RandomHouse

Green Publishing and the Supply Chain – *Adrian Bullock and Meredith Walsh*

Educational Publishing – *Lindsey Charles*, Educational Publishing Consultant

Wednesday 16th July

Vertical publishing and social media - *Rebecca Smart*, Managing Director, The Osprey Group

Born Digital: The Writer as Entrepreneur and the Story as Game – *C M Taylor*, author, ghostwriter, screenwriter and app maker

Mergers and acquisitions, money and culture – *Jonathan Glasspool*, Managing Director, Bloomsbury Academic and Professional

Thursday 17th July

Tour of the Bodleian Library and literary tour of Oxford

Defending copyright and combating piracy – *Richard Mollett*, CEO, The Publishers Association

Conference Dinner, Quod Restaurant – after dinner speaker – *John Mitchinson*, author, publisher and co-founded of Unbound

Friday 18th July

Visit to OUP and OUP Museum

Summary and conclusions, hand out certificates, photos

(Timetable is subject to change without notice)