

Publishing Fusion Workshop

Oxford, 8-10 January 2014 and 11 March 2014

An exciting and innovative course for publishers from all sectors who want to adopt best practice from other media industries and improve their creative, digital and business skills

To futureproof a career in publishing these days requires a multitude of skills:

CREATIVE | **DIGITAL** | **ENTREPRENEURIAL**

We call the blend of these elements fusion. Employers are calling out for fusion and the Fusion Workshop will help publishers develop their digital and creative skills, and learn about new business models, so that they can contribute and thrive.

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Publishing is an increasingly collaborative business and the Fusion Workshop will expose delegates to work being done in a broad range of media. It will help them understand how companies are thinking about developing products which will work across different media, and internationally, and will show how publishers can work most effectively to develop new ideas.

The Workshop will be taught by expert publishing staff from the Oxford International Centre for Publishing Studies at Oxford Brookes University and a stimulating mix of guest speakers from throughout the media. Together they will help delegates develop a fusion of digital and business skills that can be applied in the workplace. The Workshop will help inspire new ideas, challenge delegates to think creatively and in new directions, and show how the myriad of changes occurring in the publishing industry open up new, exciting business models.

Each day will include a mixture of lectures, seminars, case-studies, and hands-on exercises, allowing delegates to try out some of the skills they are learning. To ensure the Workshop is as intensive an experience as possible, it will be residential and in the evenings delegates will be expected to work on projects, developing and extending the fusion skills they have learned during the days.

A follow-up day in March will give delegates the opportunity to show how they have implemented their new skills, and additional hands-on exercises will take competencies to a higher level.

SPEAKERS CONFIRMED TO DATE:

- **Graham Crossley**, International Sales Director, Books, Taylor & Francis Group (part of Informa plc)
- **Eric Huang**, Development Director, Made in Me
- **Rebecca Smart**, CEO of Osprey Group
- **Emma Barnes**, Managing Director, Snowbooks and enterprise management software developer in Ruby on Rails
- **Piers Ibbotson**, coach and facilitator, focusing on creative leadership, innovation and group creativity
- **C M Taylor**, author, ghost-writer, screenwriter and app maker
- **John Mitchinson**, author, publisher and co-founder of Unbound

WHO IS IT FOR?

Anyone from editorial, design and production, sales and marketing, finance, or from rights departments, with between one and three years' experience.

WHERE AND WHEN?

The three-day Workshop and one-day follow-up will be held at St Catherine's College, Oxford from 8-10 January 2014 and on 11 March 2014.

HOW MUCH DOES IT COST?

Supported by Creative Skillset, the Workshop is residential and costs just £300 per delegate including all teaching, two nights' accommodation and meals for the first three days and the follow-up day. However, only 25 places are available, so early booking is essential. To register and pay, please click on the booking form on the Oxford Brookes University online shop: <http://shop.brookes.ac.uk/browse/product.asp?compid=1&modid=1&catid=244>