

# INTERNATIONAL PUBLISHING SUMMER SCHOOL 2015

## TIMETABLE

### Week 1

#### Monday 6th July

|               |   |
|---------------|---|
| 9.30-11.00am  | Introduction to Summer School – Angus Phillips, Head, OICPS   |
| 11.15-12.30pm | Trends and internationalisation in UK publishing, <i>Philip Jones, Editor, The Bookseller.</i>  |
| 12.30-1.30pm  | Lunch   |
| 1.30-4.30pm   | Digital trends in other media industries: music, newspapers, games and magazine publishing – Angus Phillips and Leander Reeves, OICPS |
| 4.30pm        | Brief campus tour with Emma Canham, Conference Coordinator  |

#### Tuesday 7th July

|              |  |
|--------------|--|
| 9.30-10.45am | Digital Rights Management, David Attwooll, MD, <i>Attwooll Associates</i>              |
| 11-12.30pm   | Rights and International Book Fairs – Beverley Tarquini and Sheila Lambie, OICPS Lunch |
| 12.30-1.30pm | Tour of the Bodleian Library and literary tour of Oxford                               |
| 1.30-4.30pm  |  |

#### Wednesday 8th July

|              |  |
|--------------|--|
| 9.30-12.30pm | Business Models, Digital products and formats; Publishing standards– Chris Jennings and Helena Markou, OICPS |
|              | Lunch  |
| 12.30-1.30pm | Group project on digital publishing r Nicola Timbrell, OICPS   |
| 1.30-4.30pm  |  |

#### Thursday 9th July

|               |   |
|---------------|---|
| 9.30-11.00am  | Why Metadata Matters – Emma Barnes, Managing Director, <i>Snowbooks</i> |
| 11.15-12.45pm | Content management, digital workflow and XML – Chris Jennings           |
|               | Lunch   |
| 12.30-1.30pm  | E-book production r Chris Jennings, Nic Timbrell, Helena Markou         |
| 1.30-4.30pm   |   |

#### Friday 10th July

|              |  |
|--------------|--|
| 9.30-11am    | Green Publishing and the Supply Chain – Adrian Bullock, OICPS and Meredith Walsh |
| 11am-12.30pm | Educational Publishing – Lindsey Charles, Educational Publishing Consultant      |
|              | Lunch  |
| 12.30-1.30pm | One to one sessions with OICPS lecturers   |
| 1.30-4pm     |  |

## Week 2

### Monday 13th July

|              |   |
|--------------|---|
| 9.30-12.30pm | Visit to Wiley Publishers<br>Journals Publishing – Alexa Dugan, <i>Associate Marketing Director</i> , and David Nicholson, <i>Vice-President and Publishing Director</i> , both at Wiley Publishers |
| 12.30-1.30pm | Lunch   |
| 1.30-2.45pm  | Textbook and Monograph Publishing – Beverley Tarquini   |
| 3.00-4.30pm  | Managing author relationships in an age of self-publishing – Beverley Tarquini and Felicity Bryan, Chair, <i>Felicity Bryan Literary Agency</i>   |

### Tuesday 14th July

|             |   |
|-------------|---|
| 9.30-1.30pm | Visit to Lightning Source, Milton Keynes (including lunch)                            |
| 1.30-2.45pm | Principles and practice of marketing – Sheila Lambie and Sue Miller                   |
| 3.00-4.30pm | Selling across borders - Simon Littlewood, International Director, <i>RandomHouse</i> |

### Wednesday 15th July

|              |  |
|--------------|--|
| 9.30-12.30pm | Finance: costings, pricing, discounts – Philip Shaw, <i>Associate Lecturer at Oxford Brookes University</i> and <i>Associate at Bertoli Mitchell</i> |
| 12.30-1.30pm | Lunch  |
| 1.30-4.30    | Mergers and acquisitions, money and culture – Jonathan Glasspool, Managing Director, <i>Bloomsbury Academic and Professional</i>                     |

### Thursday 16th July

|               |  |
|---------------|--|
| 9.30-10.45am  | Trade publishing – Juliet Mabey, Managing Director, <i>Oneworld Publications</i>   |
| 11.00-12.30pm | Professional Publishing – Sinead Moloney, Publisher, <i>Hart Publishing</i>  |
| 12.30-1.30pm  | Lunch  |
| 1.30-3pm      | Born Digital: The Writer as Entrepreneur and the Story as Game – C M Taylor, author, ghostwriter, screenwriter and app maker |
| 3.15-4.30pm   | Defending copyright and combating piracy – Richard Mollett, CEO, <i>The Publishers Association</i>                           |
| 6.30pm        | Dinner, Quod Restaurant, Oxford – after dinner speaker – Michael Bhaskar, <i>Profile Books</i>                               |

### Friday 17th July

|                 |  |
|-----------------|--|
| 9.30am-11.00am  | Magazine Publishing – Leander Reeves       |
| 11.00am-12.30pm | Summary and conclusions; panel Q&A session |
| 12.30-1.30pm    | Lunch                                      |
| 1.30-2.30pm     | Hand out certificates, photos              |
| END             |  |