

## Program Description

ACP's Publishing 101 Webinar and Discussion Series is a new program providing basic publishing knowledge and practices to new publishers and junior staff at publishing companies—anyone working in the industry interested in learning more about the business side of publishing. Publishing 101 aims to be approachable, provide expertise from trusted sources within the industry, and extend professional development opportunities beyond ACP's usual general meetings. The series also will provide a forum for fledgling industry professionals to discuss their own experiences and perspectives.

**The inaugural Publishing 101 series will be delivered in seven 60-minute sessions every Tuesday at 2:00 pm EDT, from October 20 to December 1.** Session leads will present for the first half of the session time, followed by a moderated Q&A discussion. The curriculum will, in part, be influenced by registrant questions: please note in section 2 of the registration form (linked below) what questions you have for each lead regarding the session topic(s). ACP will also survey participants one week in advance for any final questions to address during the Q&A section.

Participation in the Publishing 101 series will be free of charge and open to both ACP and non-ACP members. We ask that registrants commit to attending all the webinars for the value of content, information transferring between sessions, and to promote connections between participants. Registrant applications will be considered on a first-come, first-served basis and will be limited to approximately 30 participants total.

[Click here to REGISTER for PUBLISHING 101](#)

**Registration closes Friday, October 2, 2020 at 5:00 pm EDT.** Please see below a preview for each week's session. If you have questions, please do not hesitate to contact [Jazz Cook](#), Membership Services Coordinator.

## Program Schedule

### **Week 1: Publishing and Editorial: from strategy to the day-to-day**

*Session Lead: Karen Boersma – Tuesday, October 20, 2020, 2:00 pm EDT*

Your publishing decisions set the stage for everything else in the publishing process and help determine what type of editorial processes you need within your company. Karen Boersma, Publisher (Owlkids Books) will discuss structuring your publishing program,

acquiring books for it, and managing the development and production of your list. The session will touch on the following topics:

- How do you decide what to publish? How broadly or narrowly do you define your list?
- What kind of capacity do you need to support your publishing program? Who does what and where do you find them?
- Planning your list: how many books, when, and how?
- The role of agents and other ways to find authors.
- How do marketing, sales, financial and staffing considerations affect how you plan your list?
- What factors should you consider when thinking about expanding your list?

## **Week 2: Contract and Royalties**

*Session Lead: Matt Williams – Tuesday, October 27, 2020, 2:00 pm EDT*

Matt Williams, Vice-President, Operations (House of Anansi/Groundwood Books) will give an introduction to the principles underlying a publishing contract from the point of view of the publisher and the point of view of the author. This session is intended to cover tangible and intangible elements such as:

- What main things might the author expect out of the deal? What might the publisher?
- Principles of negotiation and the importance of each party understanding expectations and realities up front
- Grant of rights: publishing rights and subsidiary rights
- Copyright
- Term
- Royalty advances and timing of payouts
- Royalty rates and how they are governed by market realities
- Royalty reserves, reporting and payment
- Non-performance by either party
- Time and manner of publication
- Out-of-print and rights reversion clauses

### **Week 3: Financial Forecasting and Management in Book Publishing**

*Session Lead: Glenn Rollans – Tuesday, November 3, 2020, 2:00 pm EDT*

Glenn Rollans, President and Publisher (Brush Education Inc.) will provide a very quick overview of concepts and habits that will help make you a more confident financial manager, or a better contributor to your house's financial sustainability regardless of what your job is.

We'll touch on:

- How much money you need, where it comes from, and where it all goes.
- What financial statements are trying to tell you, and how to listen.
- The difference between profit and cash.
- The importance of planning and records keeping.
- The elements of a good financial attitude.
- Tuning up your crystal ball for better financial forecasting.

### **Week 4: Book Marketing: the long path to putting a book into a reader's hands**

*Session Lead: Judy Brunsek – Tuesday, November 10, 2020, 2:00 pm EDT*

Judy Brunsek, Director of Sales & Marketing (Owlkids Books) will be delivering two sessions. The first will provide an overview of how the process of marketing books starts well before a book is published and lasts well after too. Key elements discussed will include:

- Understanding the market in terms of categories, channels of distribution, and how your company's publishing strategy guides that,
- Understanding marketing in light of the overall strategy, the marketing cycle, how critical metadata is, marketing tactics and costs,
- Aligning your marketing with what you publish and being disciplined about your strategy.

### **Week 5: Rights: spreading the word(s) around the world**

*Session Lead: Judy Brunsek – Tuesday, November 17, 2020, 2:00 pm EDT*

The second of Judy Brunsek's sessions will be an overview of rights and licensing that shows how selling rights can expand the market for your books and contribute to the bottom line. Discussion will include:

- different kinds of rights: licensing, co-editions, special editions,
- permissions as a source of revenue,

- matchmaking – finding the right publisher for your books,
- how those connections are made: books fairs and what happens at them.

## **Week 6: Distribution, Inventory Management, US Sales and Workflow: the nitty gritty of metadata, logistics and workflow**

*Session Lead: Margaret Bryant – Tuesday, November 24, 2020, 2:00 pm EDT*

This week, Margaret Bryant, Sales Director (Orca Book Publishers) will provide a top-level view of the supply chain—how to work with a distributor and US sales team to get your books out of the warehouse and onto the receiving docks of your accounts.

- What is metadata? Why is it vital? How do you manage it?
- What is the role of a distributor? Why do you need one? What do you consider when selecting one?
- How do you establish print runs? How do you manage inventory at your distributor?
- Tapping into that big US market - what are the differences between US and Canadian sales?
- How do you best integrate all the requirements and deadlines for sales into your editorial and production workflow?

## **Week 7: Sales and Marketing in Canada from a Sales Rep's Perspective: Where the Rubber Meets the Road**

*Session Leads: Saffron Beckwith – Tuesday, December 1, 2020, 2:00 pm EDT*

Find out how you can help make a book succeed in the marketplace from the perspective of your sales group. Your company's list is settled. The P&Ls make sense. You have a distributor and now how to work with them. Your advance marketing is in place. But, what does a sales person need to ensure they can sell your book(s) as strongly as possible?

Get the straight goods from the head of one of Canada's premiere sale agencies: Saffron Beckwith, President (Ampersand Inc.) Topics will include:

- the importance of deadlines and scheduling,
- just how critical metadata is, how marketing and sales work together (both as individuals and as areas of responsibility),
- the best tools to use to help your sales people,
- how to make the best of a sales conference, and more.