

## Program Description

ACP's Publishing 101 Webinar and Discussion Series provides basic publishing knowledge and practices to new publishers, junior staff at publishing companies, and those interested in jumpstarting their career in the publishing sector—anyone interested in learning more about the business side of publishing. The series aims to be approachable, and provide both expertise from trusted sources within the industry and a forum for fledgling industry professionals to discuss their own experiences and perspectives.

Publishing 101 is returning to last year's presentations with additional commentary and discussion by each of the session leads about the impacts of the COVID-19 pandemic and how industry professionals have adapted their practices to a fluctuating landscape.

Sessions are set to take place **weekly from October 28, 2021 – December 9, 2021**. **Exact dates and times are detailed below**. Attendees are encouraged include their questions to presenters in the registration form below, and to freely provide questions and comments during the discussion period of the session. Each Zoom session will last approximately **90 minutes**. All Publishing 101 participants should review [ACP's Code of Conduct](#) ahead of participating.

Participation in the Publishing 101 series will be **free of charge** and open to both ACP and non-ACP members. Please share this notice with your network! We ask that registrants commit to attending all seven webinars to allow for information carrying between sessions and to promote connections between participants. Note also that **sessions will be recorded and shared with ACP members and registrants following the end of this year's programming**.

[Register here for Publishing 101!](#)

If you have questions about the program, please contact [Jazz Cook](#), Membership Services Coordinator.

## Program Schedule

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

*Session Lead: Karen Boersma – Thursday, October 28, 2021, 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)** discusses structuring your publishing program, acquiring books for it, and managing the development and production of your list. The session touches 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 – Thursday, November 4, 2021, 2:00 pm EDT*

**Matt Williams, Vice-President, Operations (House of Anansi/Groundwood Books)** gives 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 covers 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; rates and how they are governed by market realities; 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 – Wednesday, November 10, 2021, 12:30 pm EST*

**Glenn Rollans, President and Publisher (Brush Education Inc.)** provides 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. In this session, we 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 – Thursday, November 18, 2021, 2:00 pm EST*

**Judy Brunsek, Director of Sales & Marketing (Owlkids Books)** provides an overview of how the process of marketing books starts well before a book is published—and lasts well after too. Key elements discussed includes:

- Understanding the market in terms of categories, channels of distribution, and how your company's publishing strategy guides these terms.
- 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 – Thursday, November 25, 2021, 2:00 pm EST*

The second of **Judy Brunsek's** sessions shares an overview of rights and licensing that shows how selling rights can expand the market for your books and contribute to the bottom line. The discussion includes:

- 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 – Thursday, December 2, 2021, 2:00 pm EST*

**Margaret Bryant, Sales Director (Orca Book Publishers)** provides 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 Lead: Saffron Beckwith – Thursday, December 9, 2021, 2:00 pm EST*

In our final week, **Saffron Beckwith, President (Ampersand Inc.)** shared with us how a book can succeed in the Canadian marketplace. Your company's list is settled, the P&Ls make sense, you have a distributor, your advance marketing is in place—what a sales person needs to ensure they can sell your books as strongly as possible? Topics will include:

- The importance of deadlines and scheduling,
- 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.