

## Program Description

ACP's Publishing 101 Webinar and Discussion Series provides overviews of 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, to provide expertise from trusted sources within the industry, and to offer a forum for emerging industry professionals to discuss their own experiences and perspectives.

This year, ACP is introducing four topics in the Publishing 101 series: The Ins and Outs of Book Design, Time Management for Small-to-Medium Presses, Financial Management, and Best Practices for Human Resources.

Sessions will take place **Wednesday afternoons via Zoom from October 30 – November 20, 2024**. Attendees are encouraged to include their questions to presenters in the registration form below, and may freely ask questions and provide comments during the discussion period of each session. Each session will last approximately **90 minutes**.

Publishing 101 is offered **free of charge** and is open to anyone working in—or interested in learning about—the publishing industry. Please share this notice with your network! We encourage registrants to commit to attending all four webinars to allow for knowledge building between sessions and to promote connections between participants. **Note also that sessions will be recorded and shared with registrants following the final session.**

## [Register here for Publishing 101!](#)

Registrants may wish to review previous sessions, which are available on our [archive site](#). Access will be shared with registrants ahead of the start of our program and can be requested at any time by contacting [ACP staff](#). By registering for Publishing 101, you acknowledge that sessions are being recorded and will be archived publicly for current and future Publishing 101 registrants, for the reference of ACP members, or in support of other ACP programs and initiatives.

All Publishing 101 registrants should review [ACP's Code of Conduct](#) ahead of participating.

If you have questions about the program, please contact [Ishta Mercurio](#), Membership Services Manager. Program details are still being finalized and are subject to change.

## Program Schedule

### **Week 1: Time Management for Small-to-Medium Presses**

Session Lead: Kelsey Attard (Freehand Books)

*Wednesday, October 30, 2024 – 12-1:30 pm EDT*

Editing, bookkeeping, art directing, creating multiple formats... The work involved in running a small press was already never ending, and it seems only to be increasing these days. But the combination of rising costs and stagnant sales makes it hard to hire extra help. How to find time for it all without sacrificing sleep and self-care and (dare we say it?) having any kind of a life outside work? Join Kelsey Attard, Managing Editor at Freehand Books, who will share tips on prioritizing your workload and burning through your to-do list without burning out.

### **Week 2: Financial Management**

Session Lead: Aymen Saidane (ECW Press)

*Wednesday, November 6, 2023 – 12:00-1:30 pm EST*

In today's publishing landscape, where rising costs and shrinking margins make it increasingly difficult just to stay afloat, publishers must sharpen their financial strategies to a razor's edge and streamline operations to survive and thrive. This session will offer practical tools to help publishers improve financial planning, manage cash flow effectively, and connect key operational areas to financial performance. Whether you are an emerging publisher or an established firm, these strategies will empower you to make informed financial decisions.

Some topics this session will cover include:

- Forecasting P&L per title, per season, and per year
- Tracking and managing cash flow on a continual basis
- Understanding how inventory management impacts cash flow and profitability
- Ensuring financial planning aligns with key business priorities

### **Week 3: Best Practices for Human Resources**

Session Lead: Andrew Martin (TBC)

*Wednesday, November 13, 2024 – 12:00-1:30 pm EST*

In this session, we explore human resources management in the publishing sector, and what HR best practices can look like for small, medium, and large firms. Some of the topics this session will touch on will be:

- What does HR mean?
- What does it mean in publishing, where firms can have as few as one and as many as several hundred employees?

- What are some of the key HR issues likely to arise?
- What groundwork is needed to ensure that your firm has good HR policies and practices in place now and as you grow?
- How can small firms ensure neutral facilitation of HR issues if they don't have a separate HR department?

## **Week 4: The Ins and Outs of Book Design**

Session Leads: Natalie Olsen (KissCut Design) and Sam Tse

*Wednesday, November 20, 2024 – 12:00 -1:30 pm EST*

Font! Art! Colour! Spot Gloss! The cover of a book is the first thing a buyer sees, and so we try to make it as magnetic as possible while also representing everything that the book is. But the cover doesn't stand alone. Join Sam Tse and Natalie Olsen as they walk us through the many choices that go into a good book design, and examine case studies that illustrate how cover choices are reflected throughout the entirety of the book and vice versa.

## Biographies

### Sam Tse



With over a decade in publishing, Sam Tse has shaped a diverse portfolio with stints at Drawn + Quarterly, Inhabit Media, Art Canada, Harper Collins, Firefly books, and Annick Press—where he has served as Art Director for going on 3 years. His expertise includes large-format non-fiction, graphic novels, and children’s literature. No matter the format, Sam has a keen eye for visual storytelling and sees design as a way to communicate stories.

### Natalie Olsen



Natalie Olsen has been designing books for publishers across North America under the brand Kisscut Design for 15 years. Her work has been recognized in her home province by The Book Publishers Association of Alberta, as well as by Applied Arts magazine, PubWest, and The Alcuin Society. She is also the Art Director and Co-founder of Hingston & Olsen Publishing, makers of the Short Story Advent Calendar and other literary experiments.

### Kelsey Attard

Kelsey Attard is the managing editor of Freehand Books, a literary publisher in Calgary. She has a master of publishing degree from Simon Fraser University, and she has worked for more than fifteen years in Alberta’s writing and publishing industries. She sits on the board of the Literary Press Group and the Book Publishers Association of Alberta.

### Aymen Saidane



Aymen Saidane is the Operations Manager at ECW Press where he works closely with Co-Publisher David Caron to manage financial operations and support various other operational functions including accounts management, sales reporting, data systems, and office administration. As an instructor of Publishing Finance at Humber College’s Creative Book Publishing Program, he teaches students about a wide range of topics in publishing finance such as profit and loss statements, publishing business models, and business planning. Aymen also serves as Treasurer on the volunteer board of the Canadian Science Fiction and Fantasy

Association. He holds accounting certificates from TMU, a postgraduate certificate in Creative Book Publishing from Humber College, and a BA in English Literature from the University of Alberta.

## Andrew Martin



Andrew has a background in professional, educational and trade publishing, on both sides of the Atlantic and he was also ED of Access Copyright. For the last 20 years he's run a consultancy practice focused on the cultural sector, along with (since 2022) running Lancaster House, a labour and employment law conference and publishing business. Currently he's been assisting ACP with the 2024 salaries survey.