



The Publishing Training Centre

# Courses 2024



Publishing  
Training  
Centre



## **Dear Colleague,**

Training has never been as important in publishing as now. With new technologies and developments, those working in the industry are constantly grappling with change.

Here at the Publishing Training Centre (PTC), our aim is to give you the tools you need to master that change. Our network of experienced tutors have worked in senior publishing roles and understand the practicalities of what they teach.

### **Open courses**

In this catalogue we feature our 22 online, virtual courses for 2024. These are delivered via Zoom in manageable, half-day sessions by expert trainers. Courses feature activities and exercises to reinforce learning, with homework or additional reading set between sessions. (Please note that all dates are subject to change and the PTC reserves the right to replace tutors from those listed.)

### **In-company training**

All of these courses are also available for in-company training. This can take place at your offices or virtually. Content is customised to suit you, your systems and your staff. Exercises and activities can reflect your company's working practices. Groups are typically between 5 and 12 employees, with a sliding cost scale depending on numbers trained.

To stay up to date with the latest news, events and information, sign up to our newsletter via our website at **[www.publishingtrainingcentre.co.uk](http://www.publishingtrainingcentre.co.uk)**.

We look forward to seeing you soon.

### **The PTC Team**

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# 2024 courses and dates

Courses run on one, two or three days, with gaps between sessions. The date below is the first day of the course. For all dates, visit [www.publishingtrainingcentre.co.uk](http://www.publishingtrainingcentre.co.uk)

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✓ Grammar and Punctuation – the basics <b>NEW</b>	8	16/5, 12/9
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✓ Line-editing Workshop <b>NEW</b>	10	11/6, 3/12
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# Advanced Copy-Editing

1-day course  
£330+VAT

Copy-editing is more than mastering technicalities and following the established rules. This class teaches critical skills for planning and carrying out an edit, drawing on demanding texts of different types to explore issues of structure, clarity and consistent treatment.

## Learn how to ...

- Take control of a text from the start and produce a well-finished edit
- Construct a coherent framework for the logical delivery of ideas
- Keep watch on factual and narrative integrity
- Interpret and clarify meaning
- Maintain editorial consistency
- Collaborate with others in the publishing process

## Who is it for?

- Experienced editors and editorial managers who work on complex texts, especially those engaged in academic publishing and trade non-fiction

## Your tutor



**Rosemary Roberts** is a consultant, teacher and freelance editor. She has worked as a lecturer in publishing at Oxford Brookes University, chief copy-editor of the *Oxford Dictionary of National Biography* and managing editor at Thames & Hudson. She was awarded an MBE for services to publishing in 2005.

*"I enjoyed the course a lot and have gained a deeper understanding of the copy-editing process."*

**Penguin Random House delegate**

# Advanced Proofreading

1-day course  
£330+VAT

This masterclass will show how to apply your existing proofreading skills to challenging print and digital texts. You will learn advanced decision-making strategies and how to carry through changes consistently and finish jobs to a high standard, without compromising budget or schedule.

## Learn how to ...

- Plan a book-length proofread and carry it out thoroughly
- Decide what to change and what to leave alone
- Employ strategies for checking and cross-checking (as opposed to reading)
- Deal with the author at proof stage

## Who is it for?

- Editors, proofreaders and editorial project managers with some proofreading experience

## Your tutor



**Rosemary Roberts** is a consultant, teacher and freelance editor. She has worked as a lecturer in publishing at Oxford Brookes University, chief copy-editor of the *Oxford Dictionary of National Biography* and managing editor at Thames & Hudson. She was awarded an MBE for services to publishing in 2005.

*"The course was excellent and Rosemary a fantastic tutor. I found the tips on tackling large projects very useful. I also liked the fact that we didn't cover actual proofreading tips (e.g., how to spot a typo), which I was half expecting – instead, we delved straight into the more complicated and challenging aspects, which is what I wanted."*

**Editor, BPP**

# Editorial Project Management

1½-day course  
£720+VAT

Complete your editorial projects on time and on budget. In-depth case studies will take you through the practical tasks required for the job. You will be given tips and guidance on managing everyday issues, drawing on digital project management strategies and solutions where applicable.

By the end of the course, you will have gained skills and knowledge to use immediately, and you will take away a range of checklists and spreadsheets to use as tools in the future.

This course is for those working on editorial projects. For those in a non-editorial role, see *Introduction to Project Management* on p. 25.

## Learn how to ...

- Understand the role of an editorial project manager
- Assess the scope, needs and risks of an editorial project
- Accurately estimate timings to produce a detailed and reliable schedule
- Create and maintain the project budget to ensure profitability
- Effectively manage and communicate with your team and other stakeholders

## Who is it for?

- Editors, desk editors, project editors, production editors and managing editors who are responsible for the management of complete editorial projects

## Your tutor



**Sarah Sodhi** is an editor and project manager at the forefront of digital editing techniques, whose clients include Oxford University Press, Penguin Random House and Scholastic.

*"This was an excellent course. I learned that a good project manager is empathetic as well as pragmatic, and structured but flexible in their approach. Sarah has an engaging style and drew on anecdotes from her years of experience to illustrate the coursework, which made the course very enjoyable."*

**Project Editor, Gill Education**

# Editorial Skills for All

1-day course  
£330+VAT

This practical course introduces the roles of copy-editing and proofreading content for non-publishing organisations. It's developed to meet the needs of any business that generates and prepares copy for presentation or publication in print or digital formats.

Using a blended learning approach, delegates will become engaged with new skills straightaway.

## Learn how to ...

- Understand the editorial process from start to finish
- Identify and fix ambiguity, poor grammar and structure
- Achieve consistency through a house style
- Communicate effectively and knowledgeably with clients, writers, designers, programmers and any other stakeholders

## Who is it for?

- Editorial staff at charities, membership organisations or any business with some publishing function
- Those responsible for, or who work on, corporate communications
- In-house administrators who brief editorial freelancers and/or are involved in quality control

## Your tutor



**Caro Drake** trained copy-editors and proofreaders at Cambridge University Press for 15 years. Freelance since 2005, Caro has created and taught courses for a variety of clients, including publishers, educational organisations and governmental organisations.

*"I loved the course! It was fun and informative. I've gained confidence in my proof-editing skills and good direction for further improvements."*

**Marketing Manager, McNeela Music**

# Grammar and Punctuation – the basics

½-day course  
£165+VAT

People hold divergent views on grammar and punctuation. Some believe in time-honoured rules, whilst others believe that language changes and that what was right for one generation isn't necessarily right for the next. This short course looks at some of the core issues. It will give you an understanding of the various positions taken on them – and the confidence to make your own decisions.

## Learn how to ...

- Understand the main issues surrounding grammar and punctuation
- Gain confidence in your ability to make, and defend, decisions on grammar and punctuation
- Know where to go to get answers that work for you

## Who is it for?

- Anyone working in the publishing or communications industries who wants to improve their grammar and punctuation
- In-house and freelance editors, copywriters and project managers
- People who feel they lack confidence in their judgements on these issues and in their ability to defend their editorial and stylistic decisions

*“Andrew is a very good, natural trainer who includes everyone and keeps it light and funny yet communicates a lot of well-structured information. I am no longer agonising about ‘that’ and ‘which’ and understand restrictive and non-restrictive clauses much better in more complicated sentences.”*

**Freelance translator, copy-editor and proofreader**

## Your tutor



**Andrew Steeds** worked as a publisher in three major UK educational publishing companies before going freelance in 1992. He now runs Simply Put, which offers writing, project management and consultancy to organisations that want to communicate more effectively with their readers.



BESTSELLER

# Introduction to Editorial Skills

EDITORIAL

2-day course  
£720+VAT

Created in collaboration with some of the UK's major publishing houses, this entry-level, three-step course offers a comprehensive introduction to modern publishing processes and the key publishing skills of copy-editing and proofreading, both on-screen and on paper.

## Learn how to ...

- Use the key skills of copy-editing and proofreading for various types of print and digital content
- Understand how different working methods impact the modern editorial workflow
- Appreciate how the roles of the copy-editor and proofreader fit within today's publishing process

*"I really enjoyed this course. The tutor was brilliant at keeping each day interesting and well planned out. She explained everything so well that I didn't feel overwhelmed with information and the activities were informative and useful. I've gained confidence in my editorial skills."*

**Quarto Publishing delegate**

## Who is it for?

- Editorial assistants, copy-editors, desk editors and production editors
- Anyone working in book or journal publishing, in-house or freelance
- Those wishing to start a career in publishing who require formal training in copy-editing and proofreading
- Those who proofread and copy-edit as part of their job

## Your tutors



**Caro Drake** trained copy-editors and proofreaders at Cambridge University Press for 15 years. Freelance since 2005, Caro has created and taught courses for a variety of publishing clients.



**Caroline Knight** has been editing for more than 20 years and works freelance for a range of publishing clients.



**Sarah Sodhi** is an editor and project manager at the forefront of digital editing techniques, whose clients include Oxford University Press, Penguin Random House and Scholastic.

NEW

EDITORIAL

# Line-editing Workshop

½-day course  
£165+VAT

This new course is designed for editors working on fiction or non-fiction who have to undertake a stylistic line edit of a manuscript or text. It is an interactive workshop, with examples and group discussion to reinforce your skills.

## Learn how to ...

- Understand what a line edit is (and what it isn't)
- Learn what the main elements of a line edit are and how to apply them
- Gain tips and advice on how to interact and communicate with an author about a line edit

*"I really enjoyed Heather's method of teaching and the general flow of the class."*

**The Literary Consultancy delegate**

## Who is it for?

- Editors (freelance or in-house) working on fiction or non-fiction texts

## Your tutor



**Heather Rawlin** has been proofreading and copy editing for 14 years. She started her freelance editorial business in 2015 and works with a variety of academic publishers, educational institutions and commercial businesses. Heather has degrees in the History of Art and experience of editorial work in medical and scientific publishing, as well as the Arts, Humanities and Social Sciences.

# Progress in Editorial Skills

2-day course  
£720+VAT

Develop your copy-editing and proofreading skills, achieve editorial excellence and gain the confidence to deal with the trickiest of editorial challenges, on screen and on paper.

## Learn how to ...

- Apply copy-editing and proofreading skills to a variety of contexts
- Understand the editorial process from cover to cover
- Tackle tables, illustrations, notes, references and indexes
- Liaise effectively with authors, freelancers and others
- Develop sound editorial judgement
- Understand how editorial decisions impact project budgets and schedules

*"The tutor was excellent. I now have knowledge of more specialist areas of copy-editing and proofreading, and feel confident in checking illustrated layouts and design, and marking up illustrated PDFs."*

**Bonnier Books UK delegate**

## Who is it for?

- Anyone with prior experience of working in book or journal publishing, in-house or freelance
- Those wishing to build on existing copy-editing and proofreading skills, including editors, project editors, production editors and managing editors
- Delegates who have already taken *Introduction to Editorial Skills*

## Your tutors



**Caro Drake** trained copy-editors and proofreaders at Cambridge University Press for 15 years. Freelance since 2005, Caro has created and taught courses for a variety of publishing clients.



**Caroline Knight** has been editing for more than 20 years and works freelance for a range of publishing clients.



**Sarah Sodhi** is an editor and project manager at the forefront of digital editing techniques, whose clients include Oxford University Press, Penguin Random House and Scholastic.

NEW

EDITORIAL

# Proofreading PDFs

½-day course  
£165+VAT

Ever wondered how to import comments from another PDF with a single click, filter your changes to easily find your queries, or help your designer apply your changes automatically? Look no further! Packed with ideas to save you time and make your life easier, this course provides practical guidance, demonstrating the full potential of Adobe Acrobat's mark-up tools and giving you tips to instantly improve your working practices. It shares good-practice principles to help you work quickly, neatly and efficiently, and enable your design team to easily interpret, manage and implement your changes.

## Learn how to ...

- Choose the best Adobe Acrobat Commenting tools to use and what to use them for
- Decide the best method of mark-up to work quickly, neatly and efficiently
- Customise the appearance of mark-ups
- Manage mark-ups to improve productivity

## Who is it for?

- Anyone needing to mark up PDFs
- Those in editorial and non-editorial roles
- In-house and freelance editors and proofreaders
- New starters and experienced staff

## Your tutor



**Sarah Sodhi** is an editor and project manager at the forefront of digital editing techniques, whose clients include Oxford University Press, Penguin Random House and Scholastic.

*"I loved the course! It was interesting, and our teacher lovely and super informative. I'm already finding it so much quicker and clearer to mark up PDFs, using the method demonstrated and by following a specific proofreading order."*

**Little Tiger Press delegate**

# Publishing Strategy Toolkit

1½-day course  
£720+VAT

This introduction to competitive thinking will ensure you operate effectively and maximise the success of your publishing list or market segment. Business-school models combine with real-world examples of successful (and unsuccessful) strategic approaches. Plus, there's a stimulating combination of presentations, practical exercises, discussion and delegate interaction.

## Learn how to ...

- Clearly define your overarching goals and those of your organisation
- Analyse the opportunities and competitive environment in your market
- Identify the important strengths of your organisation
- Generate strategic options and choose the most successful
- Create financial plans that tell the strategic story
- Plan for an uncertain future
- Communicate your plans concisely and effectively

## Who is it for?

- Commissioning editors with at least two years' experience or who are confident with the basics of commissioning
- Publishers, commissioning editors, publishing managers and anyone else responsible for publishing strategy within educational, academic, professional or trade publishing

## Your tutor



**Kay Symons** has 30 years' experience with some of the UK's foremost educational publishers, including being publishing director and MD of Heinemann Secondary and Vocational from 1997 to 2004. She has an international executive MBA from Henley Management College and is now a publishing consultant and trainer.

*"The breakout sessions and activities really helped to deliver the strategies explained. I've learned that I should step away from my own list and think about wider internal company strategies and external publishing trends."*

**Commissioning Editor, Oxford University Press**

# Rewriting and Substantive Editing (Non-Fiction)

1-day course  
£330+VAT

Some content requires more than just a quick copy-edit. This masterclass combines exercises with group discussion to help editors rewrite text and restructure a manuscript efficiently and effectively, while retaining the author's voice. The result? New skills and techniques to tackle future problems.

## Learn how to ...

- Explain why a piece of writing doesn't work
- Present strategies for improving it
- Adjust its level and tone
- Apply the techniques learnt to any text to enhance its accessibility and sense

## Who is it for?

- Editorial staff and freelancers who are comfortable with the basic copy-editing process but want to extend their skills or need to rewrite text

## Your tutor



**Andrew Steeds** worked as a publisher in three major UK educational publishing companies before going freelance in 1992. He now runs Simply Put, which offers writing, project management and consultancy to organisations that want to communicate more effectively with their readers.

*"I really did enjoy this course! There was a good balance of delivery and activities. I have a greater understanding of rewriting and substantive editing, brilliant resources to refer to, and useful tips to apply when developing copy."*

**Assistant Editor, Royal Society of Chemistry**

# Building a Successful Online Content Strategy

1-day course  
£330+VAT

Take charge of planning the creation, delivery and governance of your website content to deliver real value for your organisation and meaningful experiences for your website visitors.

Whether you're relaunching, starting from scratch or wrestling with an unruly site, this course provides the foundation on which you can develop your content strategy and integrate it effectively within your organisation.

## Learn how to ...

- Prioritise and plan content to fulfil your organisation's goals
- Use and reuse content efficiently
- Delegate content creation and maintenance with confidence
- Prevent your website from becoming chaotic and confusing
- Develop tools to help you assess, create, publish and direct content

## Who is it for?

- Anyone who produces or manages online content
- Writers, editors, web managers, marketers, and PR and media professionals

## Your tutor



**Sue Davis** is a digital trainer, content designer, content strategist, coach and consultant with 20 years' experience. Her passion is demystifying digital for non-technical audiences.

*"Sue was very engaging and it was great to do group exercises virtually to practise the concepts that were being explained. I have a greater understanding of how to structure our website content to be tailored to users' needs and the organisation's goals."*

**The Printing Charity delegate**

# Copyright – the basics

½-day course  
£225+VAT

With the explosion of content available on the internet and in print, the wide use of social media and ease of dissemination, it's more important than ever to know who has the rights to content and who can exploit it. When are there other rights to consider (such as the use of personal information)? When may permission be needed? This course will give a deep understanding of copyright issues in publishing.

## Learn how to ...

- Appreciate how rights in content are created and owned
- Protect ownership of work
- Secure the rights needed for particular exploitation
- Understand the relevance and importance of certain contractual clauses
- Recognise when permission is needed for use of material
- Identify when consent is needed for use of personal data

## Who is it for?

- Anyone responsible for rights and licensing
- Those involved in the creation and publication of copyright material and use of services and content online, including for marketing purposes

## Your tutor



**Leslie Lansman** has some 20 years' copyright experience in both the UK and US across business, legal and academic spheres. She began her career as an intellectual property lawyer in New York, returned to London to work in academia and copyright policy development. Her current role is managing copyright permissions for the publisher Springer Nature.

*"The course was excellent – Leslie was an expert, a fantastic presenter! So much information, a good balance of information, questions and interactivity. Really liked the summary of key points. I've gained a basic understanding of current copyright issues and the confidence to advise people."*

**Harriman House Publishers delegate**



NEW

GENERAL

# Online Presentation Skills

1-day course  
£330+VAT

This course focuses on the practicalities of speaking on camera and using online conferencing applications such as Google Meet, Microsoft Teams and Zoom. It will equip you with the tools and techniques to communicate during online video meetings with confidence, ease and efficiency. You'll learn what makes video communication successful, the dos and don'ts of on-camera presentation, how to use your eyes and hands and how to adapt to the challenges of attending virtual meetings, conferences and events.

## Learn how to ...

- Communicate, present and sell on video applications with confidence
- Hold your audience's attention
- Use your eyes and hands for maximum impact
- Handle the challenges of remote international digital communication and take advantage of the time savings and brand exposure that it brings with it

## Who is it for?

- Sales managers, marketing managers and rights managers
- Anyone who regularly presents online to in-house or external audiences

## Your tutor



**Carlos Gimeno** is founder of Cg and a freelance trainer. Carlos has worked in publishing for 16 years, including management and

leadership roles at Taylor & Francis, Wiley, Cambridge University Press and the Ingram Content Group. He is a Distinguished Toastmaster for Toastmasters International and a qualified Public Speaking Coach.

*"Very much enjoyed it – the presenter was excellent and gave really clear, concise and useful advice."*

**Sales Director, Pan Macmillan South Africa (In-company training)**

# Writing for Online Audiences

1-day course  
£330+VAT

Discover vital ways to make digital content more readable, useful and findable to enable your readers to complete their web tasks quickly and painlessly. Using up-to-the-minute research, this course provides essential guidance and techniques to make the most impact with your digital content.

## Learn how to ...

- Exploit how people read on the web to write content people can act on
- Use plain English techniques to produce more active, clear and concise copy
- Organise and structure content for online readers
- Write web content that is shareable across social media and easy to find on search engines
- Develop a site that reaches readers before they click the back button

## Who is it for?

- Anyone who creates, or has responsibility for, online content
- Content designers, editors, writers, bloggers, business owners and publicity and marketing staff

## Your tutor



**Sue Davis** is a digital trainer, content designer, content strategist, coach and consultant with 20 years' experience. Her passion is demystifying digital for non-technical audiences.

*"Sue is great. Really engaging and knowledgeable, and the breaks helped retain concentration levels. I am now equipped to reassess my company website pages, develop in-house SEO guidelines, and assess training requirements for other members of the team."*

**Bloomsbury Publishing delegate**

# Copywriting for Publishers

1-day course  
£330+VAT

Explore when, where and how smart copywriting can boost the performance of your marketing projects. This workshop shows how to harness the power of words to create copy that inspires, persuades and sells. You'll be provided with practical tools to complement your writing skills and further develop your expertise.

Whatever content you write, this course can make a significant difference.

## Learn how to ...

- Write copy that connects with your readers
- Exploit powerful techniques used by top professionals
- Apply these techniques to a range of copywriting tasks
- Include artificial-intelligence copywriting tools in your process whilst making the most of your own superior creative skills

## Who is it for?

- Anyone working in publishing and related areas who conveys key messages through the written word
- Marketing staff, publicity staff, editorial staff, website owners and staff

## Your tutor



**Bev Legge** is a writer, editor and trainer working in publishing, journalism and PR. He has trained over 1,000 people in 11 countries.

His client list includes the BBC, many top UK publishing houses, government departments, the European Commission and the United Nations.

*"I very much enjoyed the course. The exercises were especially helpful. I've learned strategies for encouraging creativity and approaching copywriting tasks, plus tips for structuring copy and for writing engaging, reader-focused text."*

**Bloomsbury Academic delegate**

# Introduction to Marketing for Smaller Publishers

1-day course  
£330+VAT

An introductory course designed to ensure those new to marketing understand their role in the business, what they are trying to achieve and how to spend time and resources effectively.

You will discover exactly what is happening in all parts of the publishing process and have the chance to ask the questions that have occurred to you since you started, whether in trade or non-trade publishing.

## Learn how to ...

- Identify and place the function of marketing within the publishing process, both internally and externally
- Plan, execute and evaluate a successful marketing campaign
- Understand the requirements from sales and the book trade
- Know who your target audiences are
- Understand the costs associated with various media options

## Who is it for?

- Assistants and executives starting work in a marketing department
- Those whose background or role is not in marketing but have to take on some aspects of this work

## Your tutor



**Hermione Ireland** has worked in marketing in the publishing industry for 20 years, half of that time as marketing and PR director at Dorling Kindersley.

She is currently Managing Director of a small independent publisher, Académie du Vin Library.

*"I enjoyed the course very much. It was informal enough to feel comfortable with the exercise, and formal enough to feel you were in a class with people, all ready to learn. I have concrete information to implement for better marketing campaigns."*

**Editorial and Marketing Assistant, Red Dog Press**

# Negotiating for a Win-Win Outcome

1-day course  
£330+VAT

Successful publishing is built on successful negotiations: between author and editor, agent and publisher, production manager and suppliers or members of the publishing team.

These negotiations should give both parties the outcomes they need and maintain ongoing relationships. This course will give you an understanding of the structure negotiations take and what you need to do to achieve a successful result.

## Learn how to ...

- Prepare for the different stages of a negotiation
- Make use of the other person's motivations and needs
- Use assertive behaviour when negotiating
- Assess and build your negotiating authority, power and credibility

## Who is it for?

- Publishers, managing and commissioning editors, junior editors, production and design staff
- Anyone who needs to negotiate with others in-house or outside

## Your tutor



**Valerie Fawcett** worked in publishing for 15 years, as an editor in educational publishing at Oxford University Press and a commissioning editor at Blackwell's. Now a learning and development consultant, she specialises in training in people management and personal development to enable change.

*"I thoroughly enjoyed the course. Valerie was an excellent tutor. The group was lovely, and I felt like I'm not alone in my anxieties and fears. This course has really helped me gain confidence, both in and outside of work."*

**Commissioning Editor, Class Professional Publishing**

NEW

# Developing Effective Management Skills in Publishing

PEOPLE  
MANAGEMENT

1-day course  
£330+VAT

Being a manager or team leader requires a different relationship with colleagues, and new skills to successfully navigate the challenges of being in charge. This course draws on a range of management and leadership models and theories, in particular, Functional Fluency. We use examples, including participants' own situations, to apply the learning and ensure relevance.

## Learn how to ...

- Apply emotionally intelligent management styles when giving feedback, having difficult conversations, problem solving, delegating, motivating others or managing change
- Understand ineffective behaviours and how to turn them into effective behaviours
- Work on building your personal resilience
- Relate your learning to your specific personal objectives

## Who is it for?

- Those with line-management responsibility, team leaders, project leaders in publishing
- Anyone moving into a management role for the first time

## Your tutors



**Valerie Fawcett** worked in publishing for 15 years, as an editor in educational publishing at Oxford University Press and a commissioning editor at Blackwell's. Now a learning and development consultant, she specialises in training in people management and personal development to enable change.



**Rona Rowe** is a leadership coach, learning facilitator and management trainer. She has worked in and trained many different types of organisation, including Oxford Brookes University, Oxfordshire County Council and Oxford University Press.

Enrol on *Introduction to Digital Project Management* and **SAVE £100** on *Advanced Digital Project Management*

PROJECT  
MANAGEMENT

# Introduction to Digital Project Management

1-day course  
£330+VAT

Digital project management (DPM) is challenging. This course breaks down each stage of a digital project, from planning and scoping through to delivery to your end-user. It considers how you can adapt your existing skills to work successfully as part of a team delivering digital projects. It will also equip you with the terminology and confidence needed to put these skills into practice.

## Learn how to ...

- Understand DPM terminology
- Adapt your existing publishing skills
- Set-up, run and deliver a digital project
- Communicate well with internal and external stakeholders
- Work effectively as part of a team
- Manage budgets, suppliers, schedules and staff

## Who is it for?

- Editorial staff who are moving from print into digital projects
- Junior project-management staff new to publishing
- Staff who want an overview of DPM, but are not themselves digital project managers

## Your tutor



**Alysoun Owen** is an experienced publisher and project manager of print and digital products. Through her consultancy company, she works with publishers at the forefront of digital innovation, including Bloomsbury, Class Publishing, and Springer Nature. As Editor of the *Writers' & Artists' Yearbook*, she speaks at conferences, literary events and on university courses.

*"An engaging and helpful introduction to digital product management. Teaching style was perfect. It clarified my thinking; gave me more confidence and the necessary tools to implement a more coherent and planned out project."*

**Editorial Director, Jessica Kingsley Publishers**

Enrol on *Introduction to Digital Project Management* and **SAVE £100** on *Advanced Digital Project Management*

PROJECT  
MANAGEMENT

# Advanced Digital Project Management

1-day course  
£330+VAT

This course takes a deep dive into digital project management (DPM), building your understanding via case studies and practical examples. You'll master how to define a project, including drawing-up tender documents, sourcing potential suppliers and creating realistic budgets, schedules and deliverables. It also considers data and asset management, content architecture and access control, tools for effective delivery, testing stages and how to cope with problems when they arise.

## Learn how to ...

- Pre-empt issues and respond to difficulties as they occur
- Juggle several different projects at once
- Report on project milestones
- Create useful documentation
- Establish good working practices and processes
- Conclude and handover projects
- Manage post-launch development

## Who is it for?

- Junior digital project managers moving into more senior DPM roles
- Staff who are taking a lead role on complex digital projects or are the sole digital project manager in their organisation
- Delegates who have already completed *Introduction to Digital Project Management*
- Project managers who want to top-up or refresh their digital skills

## Your tutor



**Alysoun Owen** is an experienced publisher and project manager of print and digital products. Through her consultancy company, she works with publishers at the forefront of digital innovation, including Bloomsbury, Class Publishing, and Springer Nature. As Editor of the *Writers' & Artists' Yearbook*, she speaks at conferences, literary events and on university courses.



# Introduction to Project Management

1-day course  
£330+VAT

Staff within publishing companies are increasingly asked to act as project managers, for example, launching websites or organising events. This course will give you the confidence to be a good project manager; explain how to get the most out of your time; and show you how to plan, execute and close a project. It will also look at good communication, budgeting, scheduling and dealing with any difficulties that may arise.

This course is for those working on non-editorial projects. For those in an editorial role, see *Editorial Project Management* on p. 6.

## Learn how to ...

- Organise your time effectively to maximise your impact
- Manage all steps of a project, from budgeting and scheduling through execution to close
- Run a project successfully, delivering it on time and on budget
- Deal with communication and other problems

## Who is it for?

- Anyone within publishing who has been tasked with delivering a non-editorial project
- Those new to project management who need an overview of what it is and how it works
- Those who are thinking of moving into a more project-focused role

## Your tutor



**Petra Green** is Head of the PTC, and a freelance publishing consultant and trainer. She has spent 25 years in book, magazine and online publishing, working at Macmillan Press, Jessica Kingsley Publishers, Haymarket Media, Forbes Media and Bloomsbury Publishing. She has run dozens of projects across data, editorial, events, market research, marketing and production.

*"I enjoyed the course a lot. It was great to share personal examples from everyone's work environment. I've gained tools to improve the structure of my day and a better idea of how to formally plan and track all the elements of a project."*

**Frontiers Media delegate**

# How to book

You can enrol on any course in this catalogue in three ways:

- Online at [www.publishingtrainingcentre.co.uk](http://www.publishingtrainingcentre.co.uk)
- Call our course administration team on **+44 (0)20 8874 2718**
- Email us at [bookings@publishingtrainingcentre.co.uk](mailto:bookings@publishingtrainingcentre.co.uk)

For in-company bookings and enquiries, please email us at [courses@publishingtrainingcentre.co.uk](mailto:courses@publishingtrainingcentre.co.uk) or telephone **+44 (0) 20 8874 2718**.

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