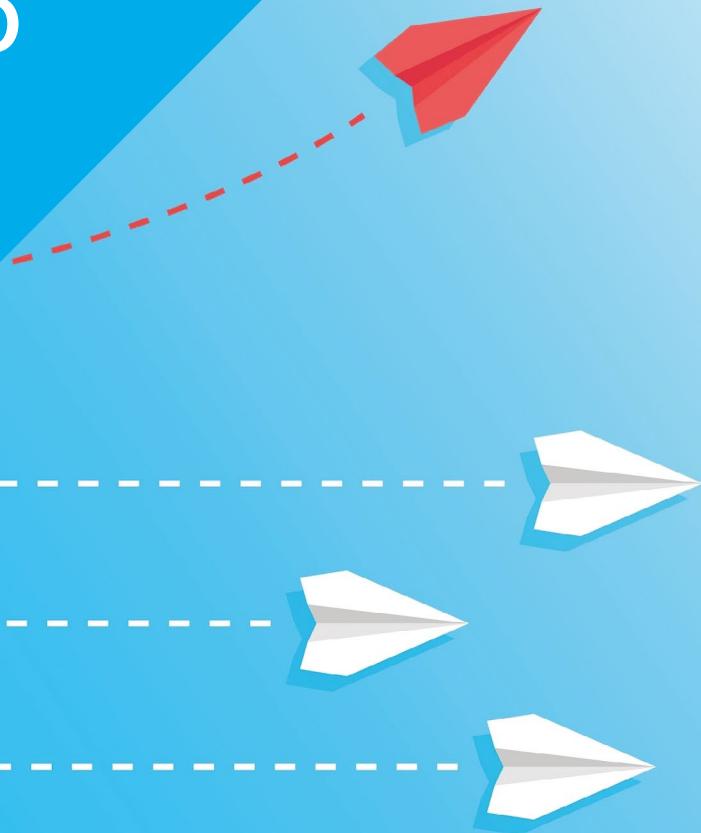


The Publishing Training Centre

Courses 2026



Publishing
Training
Centre



Publishing
Training
Centre

Dear colleague,

The publishing industry is constantly changing. But the basics, and the core skills required to produce high-quality content, remain constant. The Publishing Training Centre (PTC) aims to train you in the core competencies and principles that underpin good publishing. With the advent of AI, knowing the basics and what to question has never been more important. All our tutors are experienced publishers and experts, who offer real-life examples and practice alongside solid theory. They do not hallucinate or produce rogue results.

New offerings in 2026

We have three new courses for 2026: *Advanced Negotiating Skills, Applying AI – Tools, Ethics and First Practical Steps* and *Master the Art of Publishing Graphic Novels*. Our popular grammar and punctuation training is now offered as two shorter sessions as well (see pp. 11–12).

Training is delivered online by our network of expert trainers, in 3–4-hour sessions with breaks. Courses include activities and exercises, with homework or additional reading set between sessions.

In-company training

All the courses in this catalogue are also available for in-company training. Content is customised to suit you, your systems and your staff, reflecting your organisation's working practices. Groups are typically between 5 and 12 employees, with a sliding cost scale depending on numbers trained. Courses can take place virtually or at your offices. Contact us at courses@publishingtrainingcentre.co.uk to find out more.

We look forward to seeing you on a course soon.

The PTC Team

Tel: +44 (0)20 8874 2718

Email: courses@publishingtrainingcentre.co.uk

www.publishingtrainingcentre.co.uk

Note that dates are subject to change and the PTC reserves the right to replace tutors from those listed.

2026 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.

Course	Page	Dates in 2026
Editorial		
► Advanced Copy-Editing	4	22/01, 07/05, 02/07, 19/11
► Advanced Proofreading	5	19/03, 24/09
► Editorial Project Management	6	09/02, 15/06, 19/10
► Editorial Skills for All	7	21/04, 17/11
► How to Mark Up PDFs Using Adobe Acrobat	8	05/02, 17/06
► Introduction to Editorial Skills BESTSELLER	9	12/01, 02/03, 11/05, 15/06, 06/07, 07/09, 12/10, 09/11
► Line-Editing Workshop	10	09/06, 09/12
► Making Sense of Grammar NEW	11	12/2, 20/10
► Making Sense of Punctuation NEW	12	05/03, 18/11
► Master the Art of Publishing Graphic Novels NEW	13	14/05, 11/11
► Progress in Editorial Skills	14	23/03, 22/06, 19/10, 30/11
► Publishing Strategy Toolkit	15	11/05, 28/09
► Rewriting and Substantive Editing	16	21/01, 04/06, 05/11
General		
► Applying AI – Tools, Ethics and First Practical Steps NEW	17	29/01, 24/03, 29/09, 21/5, 10/12
► Building a Successful Online Content Strategy	18	18/03, 16/05
► Copyright – the Basics	19	29/04, 01/10
► The Fundamentals of Public Speaking	20	05/05, 24/11
► Writing for Online Audiences	21	19/11
Marketing		
► Copywriting for Publishers	22	17/03, 13/10
► Introduction to Marketing for Smaller Publishers	23	See website for more details
People Management		
► Advanced Negotiation Skills NEW	24	16/06
► Developing Effective Management Skills in Publishing	25	03/03, 30/06, 03/11
► Negotiating for a Win-Win Outcome	26	28/04, 10/11
Project Management		
► Introduction to Digital Project Management	27	15/09
► Introduction to Project Management	28	03/11
How to book	29	

Advanced Copy-Editing

1-day course
£375 + VAT

This course is for experienced editors working in non-fiction. It focuses on the more complex issues of editing, with attendees' own experience and approach playing a major part in determining its shape. The course includes exercises, and direction and presentation from the tutor. Delegates will also be expected to listen to, and to learn from, each other's contributions.

Learn how to ...

- Manage and monitor the editorial process
- Gauge the complexity of an editorial task and develop a strategy for working on it
- Find means of dealing with areas of linguistic and cultural sensitivity, and legality
- Adjust an author's style and structure without antagonising them
- Apply the techniques learnt to any text to make it clearer and more accessible

Who is it for?

- Experienced editors working in non-fiction
- Intermediate-level editors working in Academic, Educational, Professional, Special Interest or STM publishing on print and/or e-books
- Commissioning editors, desk editors, production editors
- Publishers
- Anyone for whom copy-editing is a key part of their role

Your tutor



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.

"The handouts were incredibly useful, and I will make use of these in my work."

Production Editor, The Open University

Advanced Proofreading

1-day course
£375 + 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 at least one year's experience of copy-editing and proofreading

Your tutor



Heather Rawlin has been proofreading and copy-editing for 15 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.

"I enjoyed the course very much. Heather certainly knows her stuff – she was friendly and explained things very well ... I enjoyed seeing how others in different roles would approach the work."

Proofreader and Editor

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. 28.

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.

“The programme, content and teaching were excellent. I am moving to a new editorial project management role next week and the skills I have learned on this course will be invaluable.”

Hodder Education delegate

Editorial Skills for All

1-day course
£375 + 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



Caroline Drake trained copy-

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

"I've refreshed my basic grammar skills, know what errors to look out for that I have missed in the past, and have learnt to slow down!"

Ellen MacArthur Foundation delegate

How to Mark Up PDFs using Adobe Acrobat

1/2-day course
£185 + 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.

"The course has transformed the way I work on PDFs and I am much more confident in using best practice."

Orion delegate

Introduction to Editorial Skills

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 ...

- Have a clear sense of what you are trying to achieve when editing or proofreading a document
- Understand your editorial responsibilities
- See how your role fits in with others involved in the publication process
- Comprehend the substance of, and differences between, copy-editing and proofreading

"The course was wonderful. I learnt so much about editorial and additional skills that will help me in my current role."

**Site Administrator,
Grantham Book Services**

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



Caroline Drake trained copy-editors and proofreaders at Cambridge University Press for 15 years. Freelance since 2005, Caroline 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.

Line-Editing Workshop

1/2-day course
£185 + VAT

This 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. Note that the workshops focus solely on either fiction or non-fiction. See the PTC website for which to choose.

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

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 15 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.

"An excellent course. I've gained an understanding of the dos and don'ts, confidence in multiple aspects of line editing and a broader understanding of the process."

Sweet Cherry Publishing delegate

Making Sense of Grammar

90-minute
webinar
£60 + VAT

This new short course will look at some of the core issues relating to grammar. It will give you an understanding of the various positions taken on them – and the confidence to make your own decisions, based on the kinds of text you're working on and the readers you are trying to reach.

Learn about ...

- Verbs: the engine of the sentence
- Clauses and sentences
- Relative clauses: 'that' or 'which'?
- Three structural issues
- Grammatical 'rules': myth or reality?

Who is it for?

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

Your tutor



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

Enrol on
Making Sense of Grammar
and **SAVE £40** on
Making Sense of Punctuation

Making Sense of Punctuation

90-minute
webinar
£60 + VAT

This new short course will look at some of the core issues relating to punctuation. It will give you an understanding of the various positions taken on them – and the confidence to make your own decisions, based on the kinds of text you're working on and the readers you are trying to reach.

Learn about ...

- The primary function of punctuation
- Commas, semicolons, colons and dashes
- Apostrophes: uses and misuses
- Hyphens: removing ambiguity
- Capital letters: a distinct lack of rules
- Punctuating quotes

Who is it for?

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

Your tutor



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

Enrol on
Making Sense of Punctuation
and **SAVE £40** on
Making Sense of Grammar

Master the Art of Publishing Graphic Novels

1-day course
£375 + VAT

With the success of Alice Oseman's *Heartstopper* series and many titles being shortlisted for or winning literary prizes, graphic novels are gaining new audiences. Globally, the comic book and graphic-novel market was estimated to be worth over \$520 million in 2024. This one-day course covers all aspects of producing graphic novels, from ideas and concepts through to quality control and sensitivity reads.

Learn how to ...

- Assess what you need to set up and start a graphic-novels list
- Argue for starting or taking on graphic novels within your organisation
- Understand all the steps involved in creating a graphic novel, from start to finish

Who is it for?

- Anyone who is considering launching a graphic novel list or who wants to publish a graphic novel, whether in-house or freelance
- Artists, designers and writers
- Business development executives and managers, publishers, publishing directors
- Commissioning editors, editorial assistants, assistant editors, editors and production staff

Your tutor



Emma Hayley is Founder and Managing Director of SelfMadeHero, a publisher specialising in graphic novels, established in 2007. She has won several awards, including a Nibbie for UK Young Publishing Entrepreneur of the Year and Tripwire magazine's UK Indie Press of the Year. In 2025, she was inducted into Broken Frontier's Hall of Fame.

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

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
- Editors who have already taken *Introduction to Editorial Skills*

Your tutors



Caroline Drake trained copy-editors and proofreaders at Cambridge University Press for 15 years. Freelance since 2005, Caroline 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.

"The smaller group size is well suited for more intensive learning and I felt more confident in sharing my experience and ideas. I have recently 'specialised' in non-fiction, which means encountering more focus on referencing, tables and figures. After this course, I feel fully prepared to meet these challenges head-on and much more confident in my editorial skills."

Pan Macmillan 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 course was excellent – very engaging, interesting and helpful. I have gained clarity about what needs to be focused on."

Managing Editor, Raintree

Rewriting and Substantive Editing (Non-Fiction)

1-day course
£375 + 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 enjoyed the course ... I have a greater understanding of how to approach non-fiction texts and the key things to look out for when assessing different types of non-fiction texts."

Audible UK delegate

Applying AI – Tools, Ethics and First Practical Steps

1/2-day course
£185 + VAT

This course looks at the issues surrounding generative AI tools, and how they might be applied to your organisation. What is AI? Where might it assist you in your workflow – and where is it best avoided? What are the current legal issues around its use? What do you need to consider when developing an organisational AI policy? Covering the latest developments, the course will make you consider the ethical and practical aspects of using AI.

Learn how to ...

- Draft an organisational AI policy
- Think about how to apply AI to editorial workflows and detect its use
- Select the best tools and ways to apply AI across their organisation

Who is it for?

- Anyone tasked with drafting an organisation policy for, or applying AI to, their organisation
- Publishers, commissioning editors and editors who are attempting to implement AI to their workflows, or need to understand how AI can assist
- Anyone working in publishing who wants to find out more about AI and how it can be used in practice

"A very good overview of AI and how it is affecting and is likely to affect the publishing industry."

The Educational Company of Ireland
delegate

Your tutor



Mary Stuart is the creator of Versa Language, an English-language application offering online practice to adult English-language students, and an Honorary Researcher at NHS Gloucestershire. For 10 years, she was Digital Product Manager and Content Transformation Manager at Oxford University Press, working on digital transformation and workflows.

Building a Successful Online Content Strategy

1-day course
£375 + 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.

"The course was excellent. I've gained practical ways to revise parts of our website and identify pain points."

Books Marketing Manager, Liverpool University Press

Copyright – the Basics

1/2-day course
£245 + VAT

With so much content available on the internet and in print, the use of social media and ease of dissemination, it's essential 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.

"Leslie was an expert, a fantastic presenter! 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

The Fundamentals of Public Speaking

1/2-day course
£185 + VAT

Do you dread having to present your titles at sales conferences? Do you turn down invitations to speak on panels, at company presentations or industry events because you are too anxious about speaking in public? Are you being held back in your career because you lack the confidence to be heard?

If you answered 'yes' to any of these questions, then this half-day course is for you.

Learn how to ...

- Perform better both to internal and external audiences when speaking
- Enjoy increased confidence in your abilities and know-how
- Gain job satisfaction and a sense of pride
- Feel able to cope with unexpected requests to speak in public or at short notice

Who is it for?

- New or recent employees with less than two years' experience
- Editorial, sales, marketing, production assistants, coordinators and executives
- Those who lack confidence in public speaking and wish to gain advice and tips on how to improve

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.

"The course was great. We covered a lot in the time allocated. I've learned how to structure a presentation and implement story-telling more effectively."

Bloomsbury Publishing delegate

Writing for Online Audiences

1-day course
£375 + 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.

"I absolutely loved this course. Thank you Sue for your spot-on pacing, and for pitching the exercises at the right level ... I now understand how to edit for an online audience."

Editor, Exhibitions and Galleries, Natural History Museum

Copywriting for Publishers

1-day course
£375 + VAT

This course aims to shortcut the process of learning how to write copy and equip you with the skills you need to write more effective copy more quickly. Generative AI programs can help save time, but you still need to know the basic principles of copywriting. Featuring a variety of practical exercises, including how to request, give and receive feedback on copy. Whatever your level of copywriting experience, this course will help you harness the power of words with more confidence than ever before.

Learn how to ...

- Write more effective copy across a range of different forms
- Complete copywriting tasks more quickly
- Feel more confident in your copywriting skills

Who is it for?

- Copywriters
- Editorial assistants, assistant editors, editors
- Freelance publicists
- PR assistants, executives, managers
- Publicity assistants, executives, managers
- Marketing assistants, executives, managers
- Web assistants, editors, managers

"The course was really enjoyable. The 10-minute tasks were challenging, but helpful for building on each skill."

Langham Publishing delegate

Your tutor



Catherine Every is a copywriter and writing skills trainer. She has over 20 years' experience and has worked with more than 180 clients on over 7,500 projects. She began her career in publishing, including stints with Jessica Kingsley Publishers and Oxford University Press, before establishing her own copywriting business, Every Word Ltd, in 2012.

Introduction to Marketing for Smaller Publishers

1-day course
£375 + 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



Petra Green is Head of the PTC, and a freelance publishing consultant and trainer. She has held senior marketing roles at Jessica Kingsley Publishers, Haymarket Media, Forbes Media, Continuum and Bloomsbury Publishing. Petra is a mentor for the Society of Young Publishers and marketing judge for the Printing Charity's Rising Star Awards.

"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

Advanced Negotiating Skills

1-day course
£375 + VAT

This course is designed to help you excel in any negotiation setting. Through engaging discussions, real-life scenarios and practical exercises, attendees will deepen their understanding of negotiation principles, learn to create value through effective trading, and refine their skills to achieve successful outcomes.

It follows on from *Negotiating for a Win-Win Outcome*, and is for more senior or experienced negotiators who have several years' experience.

Learn how to ...

- Recognise your personal negotiation style
- Define and leverage your BATNA (Best Alternative to a Negotiated Agreement)
- Understand and identify the ZOPA (Zone of Potential Agreement)
- Use trading variables to maximise value and achieve mutually beneficial agreements
- Overcome late objections and close negotiations with confidence

Who is it for?

- Line managers, team leaders and project leaders in publishing who need a refresher or deeper dive into effective negotiation
- Those working in editorial, production, rights, sales and other functions where negotiating is a key part of the role
- Anyone who negotiates with confident negotiators, who may themselves have done negotiating training

Your tutors



Neil Shorney was an Energy Broker and IT Sales Executive before joining ESI International, part of Informa. He created an international team selling project-management solutions. Neil set up his own training and coaching business in 2011 and is now a full-time trainer.

Developing Effective Management Skills in Publishing

1-day course
£375 + 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. The tutors 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

"I thoroughly enjoyed the course. I found the teaching style really effective and I've gained confidence in my managing abilities."

**Senior Editor,
Class Professional Publishing**

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.

Negotiating for a Win-Win Outcome

1-day course
£375 + 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.

"The tutor was very experienced, encouraging and gave practical, helpful advice. I've gained the confidence to negotiate and practical advice to apply to my own situations."

Head of Zeus delegate

Introduction to Digital Project Management

1-day course
£375 + 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



Alyson 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**

Introduction to Project Management

1-day course
£375 + 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

"I enjoyed the course! Especially the interactive side which was particularly good! I've gained a basic understanding of project management and what the major keys are."

Graduate Student

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.

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- Call our course administration team on **+44 (0)20 8874 2718**
- Email us at bookings@publishingtrainingcentre.co.uk

For in-company bookings and enquiries, please email us at
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