The Publishing Training Centre

Courses
2020

Publishing
Training
Centre

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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 over 25 experienced tutors have worked in senior publishing roles and understand the practicalities of what they teach.

There are four ways that you can improve your skills and understanding with the PTC:

- Attend a tutor-led short course for one or two days (pp. 4–22)
- Follow an in-depth, self-study, tutor-guided course, for several months (pp. 23–28)
- Take an e-learning module, each from two to 10 hours of study (pp. 29–33)
- Have a tutor train you and your colleagues as part of our in-company programme (see p. 4).

In 2020 we are introducing a new course: *How to Write Professional Reports* (p. 20). We have also updated the popular courses *Advanced Copy-Editing* (p. 13), *Digital Project Management* (p. 15) and *Project Management for Publishers* (p. 12).

To stay up to date with all our courses, events and information, sign up to our newsletter via our website. We look forward to helping you with your personal development in the months to come.

The PTC Team

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Follow us on social media

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- **@PTCBookHouse**

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Short courses

Our classroom-based courses cover the whole range of publishing skills and provide specific learning outcomes designed to make an immediate, positive difference back at the office.

They are taught by tutors with significant industry experience. Working in the areas they teach, they are completely up-to-date with the latest industry developments, and bring their unique experience and knowledge to their courses.

To see the full range of courses, please visit our website **here**.

In-company training

Most of our short courses are available for in-company training, whereby we bring our training to you, either at your office or a venue of your choice and at a time that suits you.

The benefits of in-company training

- Course content can be tailored to suit your business requirements. Exercises and activities can be designed to reflect your company's culture, working practices and skills
- It's a cost-effective solution when there are five to 12 employees to train in any one area. We provide a single quote with no hidden or extra costs
- Participants work together at a convenient time and place, which leads to enhanced teamwork and motivation
- Each course is backed by the PTC's longstanding reputation and experience

To commission your training please call us on +44 (0)20 8874 2718 or email us at courses@publishingtrainingcentre.co.uk

Copyright – How to Get What You Need in the Digital Age

One-day course
£435+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 will benefit?

- Anyone managing 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

Marjon Esfandiary is a qualified solicitor and commercial lawyer with over 20 years' experience of specialising in intellectual property rights. She is head of Legal & Policy at Publishers' Licensing Services Ltd and prior to that was a senior lawyer at Hachette UK and a commercial lawyer at Unilever.

"The course was great and super informative. Copyright is such a hard subject to get your head around so this really helped! Our course leader was great to listen to and I really enjoyed the day."

Permissions and Licensing Executive, Taylor and Francis

Introduction to Editorial Skills

Two-day course
£795+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

Who will benefit?

- 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, Pearson and Scholastic.

"This course was amazing. I learnt so much in just two days and I feel much more confident about copy-editing and proofreading."
Editorial Manager, Cat Nip Publishing

Progress in Editorial Skills

**Two-day course
£795+VAT**

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

Created by a team of industry experts, all with experience of working within the largest UK publishing houses, this three-step course is taught by tutors who have all worked as senior copy-editors and proofreaders.

Learn how to....

- Feel confident applying copy–editing and proofreading skills to a variety of publishing contexts
- Appreciate what constitutes excellent editorial judgement and how it might be attained
- Understand how editorial decisions impact project budgets and schedules
- Recognise the importance of appropriate author liaison throughout the editorial process

Who will benefit?

- 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

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, Pearson and Scholastic.

"The course was great, especially meeting other people in a similar situation to me…lots learned!"
Editor, Casemate Group

Negotiating for a Win-Win Outcome

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 will benefit?

Publishers, managing and commissioning editors, junior editors, production and design staff and 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 an experienced learning and development consultant, she specialises in training in people management and personal development to enable change.

"As a complete newcomer to negotiation, this was a productive and worthwhile session. The tutor skilfully tailored the examples and exercises to our specific needs. I would highly recommend it to anyone working in publishing across all departments."

Commissioning Editor, Edinburgh University Press

Advanced Proofreading

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 the proof stage

Who will benefit?

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

Your tutor

Rosemary Roberts is a consultant, teacher and freelance editor, focusing on academic and reference publishing but with broad experience in the industry.

"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

Writing for the Web

**One-day course
£435+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 write 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 will benefit?

Anyone who creates, or has responsibility for, web content, including 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–techie audiences.

"Sue was really engaging. Immediately I was able to write clearer and more concisely, which has really helped with my work!"
Digital Editorial Assistant, AQA

Publishing Strategy Toolkit

**Two-day course
£795+VAT**

This introduction to crucial competitive thinking will ensure you compete 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 will benefit?

- 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. After completing an international executive MBA programme at Henley Management College, she worked on a number of strategic projects at Harcourt Education. She is now a publishing consultant and popular trainer.

"The course is really inspiring and has given me a great deal of confidence. Kay is a stand-out tutor."
Commissioning Editor, Oxford University Press

Project Management for Publishers

**One-day course
£435+VAT**

Staff within publishing companies are increasingly asked to act as project managers, overseeing new product developments and launches.

This one-day course has been created for those working in publishing who have to manage projects. It will give you the confidence to be a good project manager; explain how to get the most out of your time; demystify the terminology of project management; 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.

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
- Use templates and tools to help projects run smoothly

Who will benefit?

- Anyone within publishing who has been tasked with delivering a project
- Those new to project management who need an overview of what it is and how it works
- Staff who manage freelancers and offshore suppliers
- 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, most recently as Marketing Director at Bloomsbury Publishing. She has run dozens of projects across data, editorial, events, market research, marketing and production.

Advanced Copy-Editing

**One-day course
£435+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 will benefit?

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, focusing on academic and reference publishing, but with broad experience in the industry.

"I greatly enjoyed the course and would highly recommend it to others in the industry. Everything was delivered to a high standard and all objectives were achieved."
Assistant Editor, National Portrait Gallery

Content Strategy for the Web

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 will benefit?

Anyone who produces or manages online content including 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-techie audiences.

"I gained a number of practical tools, many of which I can use straight away, while others are good food for thought as I begin planning new content projects. I really did enjoy the course and will be recommending it to my colleagues."
Senior Content Officer, Reading University

Digital Project Management

Two-day course
£795+VAT

Digital project management is challenging. This course breaks down each of its stages, from project planning and scoping through to delivery to your end-user. It will show you how to become an efficient and effective manager of people, budgets, schedules and development deliverables.

Each of the two days of this course will combine knowledge acquisition with how to implement this knowledge in real-life practice to achieve results. There will be opportunities for discussion, scenarios to work through as group tasks, examples of best practice, real-life case studies and sample documentation provided.

Learn how to....

- Communicate well with internal and external stakeholders
- Manage and build teams – and know when to delegate
- Pre-empt issues and respond to difficulties when they arise
- 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 will benefit?

- Publishing staff who are new to digital project management
- Project managers who want to top–up or refresh their skills
- Those working within a project team taking on an enhanced digital–management role

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, Oxford University Press and Springer Nature. As Editor of the *Writers' & Artists' Yearbook,* she speaks at conferences, literary events and on university courses.

Copywriting for Publishers

Explore when, where and how smart copywriting can boost the performance of your book 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

Who will benefit?

Anyone working in publishing and related areas who conveys key messages through the written word, including advance information sheets, catalogue entries, back–cover blurbs or taglines, direct–marketing letters, newsletters or website content.

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

"Bev was a wonderful course trainer! He knew his stuff and explained everything very clearly. The course had a good pace, with the integration of exercises breaking up the information really nicely while also being useful for putting everything in practice. I also found the peer reviewing REALLY helpful."
Marketing Executive, Egmont UK

Rewriting and Substantive Editing (Non-Fiction)

**One-day course
£435+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 will benefit?

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.

"An enjoyable, interesting and thought-provoking day. I will certainly recommend this course to colleagues and students!"
Freelance editor and editorial trainer

Getting to Grips with People Management in Publishing

Two-day course £595+VAT

Managing people for the first time can seem like a daunting prospect, even for high-achievers. This practical and comprehensive course will give new publishing managers the skills needed to manage confidently and successfully, and to engage effectively with the challenges and opportunities they face.

Learn how to....

- Recognise core management skills and responsibilities, and what makes a good manager
- Make the most of your own personal management style and preferred team role
- Handle the transition from peer to manager
- Carry out everyday management tasks such as appraisals, handling trouble and recruitment
- Get the best out of a diverse team
- Develop a network of contacts, allies and mentors
- Create your personal action plan to help keep you on track when you get back to the office

Who will benefit?

Anyone stepping up into line management for the first time – or aspiring to do so – across publishing functions, in companies and imprints of all sizes.

Your tutors

Nancy Roberts has worked in publishing for over 20 years and brings a uniquely broad perspective to her courses. She is founder of *Business Inclusivity*, a social enterprise which thinks about how diversity and inclusion can deliver a sustainable industry.

Clare Grist–Taylor has over 30 years' experience across a range of publishing sectors. She currently runs her own publishing and business consultancy and develops and delivers training courses and conferences.

"I found the course outstanding. A good coverage of relevant topics and really knowledgeable leaders who were very open to giving personal feedback on individual challenges/issues, which was exceptionally useful. Thank you!"
Commissioning Editor, Kogan Page

Editorial Project Management

**Two-day course
£795+VAT**

Learn how to 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.

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 will benefit?

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, Pearson and Scholastic.

"The course fulfilled the objectives very well. I have a better understanding of the complexities of managing editorial projects. The teaching style was great, and the content was useful and presented in an interesting way. Sarah was really open, friendly and clearly very knowledgeable."
Desk Editor, Schofield and Sims

How to Write Professional Reports

One-day course £300+VAT

Have you ever dreaded having to write a business report, fretted how to structure it, or agonised over what to say or how to say it?

Besides removing the stress from report writing, we show you how to meet the needs of your audience and address their most likely questions. Whether you are writing a report on the competition, giving the pros and cons of an acquisition, putting forward a business case, or simply updating the Board on what's happening in your department, this course is for you.

Learn how to....

- Lay the foundations for an effective report
- Structure your reports for greater impact and readability
- Create clear and concise text
- Hold your reader's attention throughout
- Find the right words to express your ideas

Who will benefit?

- People who work in local, regional or national government
- Managers and their team members who work in larger publishing companies or the private sector
- Anyone who has to feed information up to senior management on a regular basis
- Companies and organisations based outside of the UK that use English as their main language, but are not native speakers of British English

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

Editorial Skills for Non-Publishers

**One-day course
£435+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

"An excellent course with some great tips on where to start when editing a document."
Communications Support Officer, General Osteopathic Council

Who will benefit?

- 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 the Scottish Parliament.

Introduction to Marketing

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 all 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
- Understand who your target audiences are
- Understand the costs associated with various media options

Who will benefit?

Assistants and executives starting in a publishing marketing department.

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's seen huge changes in the field in that time but while some of the delivery methods and media change, the key messages for campaigns, authors and brands remain consistent.

"I really enjoyed the course and would heartily recommend it to my peers. I feel reaffirmed that I am doing some things right but am also more aware of different techniques and strategies we could potentially employ."
Engagement Manager, Comma Press

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Self-study courses

The PTC offers two types of self-study courses: tutor-guided distance learning and e-learning. Each has its own way of helping you learn.

Tutor-guided courses (pp. 24–28)

Study in your own time, at your own pace and with the support of a personal tutor. *Essential Proofreading* and *Essential Copy-Editing* allow you to gain the most widely recognised industry qualification, awarded at a pass, merit or distinction.

On completion of all courses, except *Essential Grammar*, trainees will be eligible to be included in the PTC's Freelance Finder, an online directory that gives publishers and other organisations access to freelancers who:

- Have successfully completed one or more courses
- Are trained to a very high standard
- Have had their abilities rigorously assessed

To find out more about these courses please visit our website here

E-learning modules (pp. 29–33)

E-learning modules are concentrated, online courses that focus on specialist topics relevant to publishing working life. They are designed to build on a foundation of existing skills and experience and are developed with the support of the Unwin Charitable Trust.

Please note that the modules are optimised for desktop and laptop devices, not tablets or smartphones.

To find out more about e-learning modules, please visit our website here

BESTSELLER

Essential Proofreading

**Up to 12 months
of study
£405**

Essential Proofreading is the only in-depth self-study course that takes you from complete beginner to PQB qualified proofreader in one step.

It is designed to give you the skill, judgement and understanding of the publishing process that you will need to be a successful professional proofreader. The course includes extensive practice opportunities and exposure to a wide variety of materials and practical methods.

You will have the support of a personal tutor and benefit from the most widely recognised industry qualification.

Learn how to....

- Proofread in the way that clients want it done, on screen or on paper
- Cover the requirements of the wider business world as well as publishing
- Use British Standards Institution (BSI) symbols
- Mark up on screen in Adobe Reader and Microsoft Word
- Make informed decisions when marking up proofs – what to change, what to leave
- Follow the instructions of an editor, and give clear instructions to a typesetter

For more details about the structure of this course, please visit our website here

Who will benefit?

- New editorial staff looking to increase their skills
- Career–changers looking for a flexible and interesting career
- Anyone who proofreads as part of their job but has no formal training
- Anyone wanting to work as a freelance proofreader

About the authors

Gillian Clarke has been a freelance proofreader and editor since 1975. She is a founder member and honorary member of the Society for Editors and Proofreaders (SfEP), now the Chartered Institute of Editing and Proofreading (CIEP).

Margaret Aherne has been a proofreader, copy–editor, project manager and tutor/ mentor for a wide range of publishing, and non–publishing, clients since 1986. She is a founding member of the SfEP (now CIEP) and a mentor in proofreading and copy–editing.

VAT not applicable for this course

Essential Copy-Editing

Essential Copy-Editing is an up-to-date, computer-based course that covers the entire copy-editing process and trains you to work effectively as a copy-editor, to prepare documents for publication. Acquire the fundamental skills and theoretical knowledge, then build on these to gain the experience to tackle more complex material and challenging editorial tasks. This course assumes existing proofreading skills, and experience in applying them.

You will have the support of a personal tutor and benefit from the most widely recognised industry qualification.

Learn how to....

- Cover the requirements of the wider business world
- Use fundamental copy-editing skills to work on fiction and non-fiction, and on many styles of text and websites
- Use the particular aspects of copy-editing that are relevant mainly to books and journals, giving you the tools needed to work in either field
- Manage more complex non-fiction projects
- Deal efficiently with detailed tables, technical drawings, figures and endmatter
- Brief an illustrator and editor

Who will benefit?

- Editorial staff in publishing houses
- Freelance proofreaders interested in editing

About the author

Barbara Horn's career spans over 40 years in publishing. Beginning as a copy-editor in educational publishing, she now works as a freelance editor, project manager and consultant. Barbara has created and tutored courses and workshops for many organisations, including Publishing Ireland, Publishing Scotland and the PTC. She was made an Honorary Member of the SfEP (now CIEP) in 2010.

For more details about the structure of this course, please visit our website here

Creative Copywriting for Publishers

A copywriter is in a powerful position to influence the actions people take next. *Creative Copywriting for Publishers* will give you all the tools you need to have a successful career in copywriting. It comes packed with a host of practical tips, backed up by tried and tested techniques.

Through a combination of expert guidance, varied practical activities and tutor-marked assignments, this course will show you how to write copy that connects with potential customers, overcomes any doubts they might have and ultimately win them over.

Follow the advice we give, complete all the activities and assignments provided and you'll be set for a successful career in copywriting.

Learn how to....

- Write copy that inspires, persuades and sells
- Exploit powerful techniques used by top professionals
- Apply these techniques to a range of copywriting tasks

About the author

Bev Legge is a writer, editor and trainer working in publishing, journalism and PR. He has trained over 1,000 people in 11 countries and his enviable client list includes the BBC, many top UK publishing houses, plus government departments, the European Commission and the United Nations.

Who will benefit?

- Recent graduates and college leavers
- Publishing company employees and freelancers
- Those seeking a career change, who may not have worked in publishing before
- People returning to the industry after a break
- Specialists from other publishing disciplines who wish to move into copywriting
- Professionals with experience in related areas such as PR, marketing, advertising or journalism

VAT not applicable for this course

Essential Grammar

Your command of language speaks volumes about you. Whether you are preparing a proposal for a major new contract, writing an email to a client, or even making a sales call, a good grasp of grammar is vital for presenting yourself and your organisation professionally.

We don't often stop to think about the rules that hold our language together. Normally, we don't need to. But, even native speakers of English don't always get it right.

Essential Grammar is a convenient, fun and flexible online course that takes you from the most basic through to the more complex elements of English grammar.

Learn how to....

- Be confident in your use of grammar and punctuation
- Understand the rules of English grammar and communicate more clearly
- Improve your knowledge of punctuation, including commas, semicolons, apostrophes and more
- Understand the meaning of nouns, verbs, adjectives, adverbs, prepositions and pronouns

Who will benefit?

Speakers of UK English who want to build the foundation needed to communicate accurately and creatively.

About the author

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.

For more details about the structure of this course, please visit our website here

Successful Editorial Freelancing

Are you thinking of going it alone? *Successful Editorial Freelancing* is designed to provide you with the practical nuts and bolts of what is required to set up as freelancer in the publishing industry, and to equip you with the confidence and business sense to create a successful and sustainable freelance income.

At the end of the course you will generate your own personal business plan which will be assessed by your tutor, with individual comments and suggestions.

Learn how to....

- Be motivated and confident to start your own business
- Manage yourself through the difficult first six months of freelance life
- Understand what publishers are looking for in freelance editors and proofreaders
- Recognise what is required to gain new customers and keep the ones you like to work with

Who will benefit?

- Those who have already completed one of our distance learning proofreading or copy-editing courses
- Editors and proofreaders currently employed in companies who want to make the transition to freelance status
- Freelancers who would like to grow their current business

About the author

Mary James combines her publishing expertise with a hands-on knowledge of the freelance market. Having set up *innoved* to provide research and consultancy services to publishers, Mary understands what is required to run a sustainable business from home and to develop strong working relationships with publishers to keep a full order book.

VAT not applicable for this course

Introductory Modules

Introduction to Publishing

By Peter McKay and Brenda Stones

This module provides an overview of the world of book and journal publishing today and describes the variety of roles and responsibilities that come together to create published materials.

Understand....

- The context and structure of the broad book and journal publishing world
- The key publishing processes and typical departmental functions of a publishing company
- The life cycle of a typical book and journal publication

Study time
6–8 hours

Course fee £115 inc VAT

What is Proofreading? BESTSELLER

By Margaret Aherne

This module is designed to help you understand what proofreading means for four sectors: book and journal publishers; other organisations who may not be publishers but who have information or messages to share; independent authors; and students.

Understand....

- Where proofreading fits into the publishing workflow
- What the work of a proofreader involves
- What a proofreading exercise involves, and gain first-hand experience

Study time
2–3 hours

Course fee £29 inc VAT

Introduction to Marketing

By Hermione Ireland

Gain an overview of the function of marketing within the publishing process and of the types of activity carried out in a marketing department. There is particular emphasis on the role of marketing in supporting the sales teams and book retailers.

Understand....

- The context and structure of the marketing activities and roles within the publishing world
- Key marketing strategies and typical departmental functions

Study time
5–7 hours

Course fee £70 inc VAT

What is Copy-Editing?

By Jane Buekett

A copy-editor's role is to make a publication readable by the intended audience. This module introduces the work of a copy-editor, where it fits in to the publishing process and different ways of working.

Understand....

- Where copy-editing fits into the publishing workflow
- What the work of a copy-editor involves
- What a copy-editing exercise involves, and gain first-hand experience

Study time
2–3 hours

Course fee £29 inc VAT

Build Your Editorial Skills

Adobe Tools for Editors

By Christina Thomas

Working efficiently with PDFs is a much-valued skill for today's editorial professionals. This module will give you the skills you need to do this with confidence.

Learn how to....

- Mark up PDFs using Adobe DC, including use of on-screen BSI marks
- Use comment tools in a fast and efficient way
- Manage comments with ease

Study time
5–7 hours

Course fee £70 inc VAT

Author Queries

By Rosemary Roberts

Discover how to manage and communicate the detail of your copy–editing to create a positive relationship with your author.

Learn how to....

- Recognise when to raise a query or proposal for the author and when to make changes without comment
- Identify general and specific points for the author's attention, key them to the text, and set them out clearly in a Word document
- Articulate queries and comments in such a way as to elicit useful answers

Study time
5–7 hours

Course fee £70 inc VAT

A Commissioning Editor's Guide to Working with Authors

By Brenda Stones

A module for new commissioning editors who want to get the best from their author relationships and understand the distinction between 'managing your authors' and 'working with them'.

Learn how to....

- Understand authors' motivations
- Negotiate successfully
- Improve briefing
- Give accurate feedback
- Achieve effective mutual communication

Study time
5–7 hours

Course fee £70 inc VAT

Build Your Editorial Skills

A Copy-Editor's Guide to Working with Authors

By Nik Prowse

Understand and prepare for the ways in which your relationship with an author will develop and change throughout the lifespan of a project.

Learn how to....

- Identify different author characteristics and their various motivations
- Solve problems that arise during a project without sacrificing an author's confidence in your abilities
- Develop strategies for achieving fruitful working relationships with all authors

Study time
5–7 hours

Course fee £90 inc VAT

A Copy-Editor's Guide to Working with Typesetters

By Rich Cutler

Editing the language and content is only part of an editor's job – you also need to prepare the text for the typesetter.

Learn how to....

- Appreciate how typesetting works
- Understand desktop publishing (DTP) principles and software
- Tag content
- Get to grips with Microsoft Word styles
- Mark up and prepare typescripts for typesetting

Study time
5–7 hours

Course fee £90 inc VAT

Copyright Essentials

By Richard Balkwill

An understanding of copyright is essential for any successful publisher. This module will arm you with the right knowledge to help you to ensure that the publishing process runs smoothly.

Learn how to....

- Understand the legal basics of copyright and related laws to draw up, check or implement supplier (including author) agreements
- Recognise issues and review licences for rights and third-party permissions
- Be more highly attuned to the risks involved in data protection, use of trademarks, and privacy issues

Study time
8–10 hours

Course fee £90 inc VAT

Build Your Editorial Skills

Editing Fiction

By Caroline Knight

Expand your copy-editing practice to include fiction. This module explains what's different about editing fiction, and gives you the opportunity to try your hand at it, so that you can decide whether fiction editing is the right path for you.

Learn how to....

- Approach copy-editing dialogue
- Check continuity of plot
- Create and use a family (or other relationship) tree
- Frame author queries

Editing Illustrations

By Rich Cutler

Most editors will meet illustrations, so it is important to recognise the various types, including graphics files, and how to deal with them. This module will give copy-editors an understanding of how to process and mark up drawings for a publication.

Learn how to....

- Reproduce illustrations in print
- Understand computer graphics files
- Size and place illustrations
- Prepare documentation for illustrations
- Mark up illustrations

Editing References

By Margaret Aherne

Citing the work of other authors is a common characteristic of a broad range of publications. This module will ensure that you have a full understanding of the three principal reference systems in use and how to copy-edit them effectively and efficiently.

Learn how to....

- Recognise how and why references are used
- Understand the workings of the three main reference systems
- Efficiently edit a work that uses these systems

Study time
3–5 hours

Course fee £49 inc VAT

Study time
5–7 hours

Course fee £90 inc VAT

Study time
5–7 hours

Course fee £70 inc VAT

Build Your Editorial Skills

Editorial Style

By Rosemary Roberts

Most copy-editors realise that consistency is important, but may not always understand why. This module focuses on the core areas and power of editorial and house style for executing effective copy-editing.

Learn how to....

- Understand the definitions of 'editorial style' and 'house style', and how to distinguish these from other uses of the word 'style' in publishing terminology
- Identify items in a script for which an editorial style decision is needed
- Make appropriate editorial style decisions, based on the readership for, and content of, the publication
- Set up an editorial style sheet and record decisions clearly, to promote consistent treatment of the text during copy-editing and beyond

Study time
5-7 hours

Course fee £70 inc VAT

Essential Editorial Project Management

By Rich Cutler

The hallmark of a good project manager is the effective use of knowledge and communication. This module will show you how to guide a publication through its production, whether print or electronic, by using appropriate tools and approaches to track the project and keep those involved informed.

Learn how to....

- Recognise what an editorial project involves
- Identify what qualities are needed by a project manager
- Assess, schedule and budget for a project
- Establish a team and supervise a project

Study time
5-7 hours

Course fee £90 inc VAT

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Special offers on self-study courses
(save up to £185)

The freelance package

Enrol on *Essential Proofreading, Essential Copy-Editing* or *Creative Copywriting for Publishers* and get the complete training manual for *Successful Editorial Freelancing* FREE* (**worth £70**), plus one FREE e-learning module (**worth £70-£115**).

The freelance package is designed to give you all you need to help set up a successful freelance business. To take up this offer and for more information:

- ▪ Visit our website **here**
- ▪ Or contact us at
  bookings@publishingtrainingcentre.co.uk
- ▪ Or call us on **+44 (0)20 8874 2718**

*Note this offer does not include the support of a personal tutor or business plan assessment, included with *Successful Editorial Freelancing*. An electronic copy of the manual will be sent to you on completion of your distance–learning course.

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Enrol on *Essential Proofreading* or *Essential Copy-Editing* and get *Essential Grammar* for just £35, **saving £35**.

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Boost your editorial skills with the full range of e-learning modules from the PTC, each focusing on a specialist topic relevant to publishing working life. See pp. 29–33 for more details.

To buy all 15 modules at the special rate of £250, click here

With individual modules costing between £29 and £115, this offer represents a massive saving of over £900.

How to book

You can enrol on any course in three ways:

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

Please quote reference **2020CAT** when booking.

Booking a short course

At the time of booking, we will confirm availability for your chosen course and date. If there are no places available, we will advise of an alternative date. Four to six weeks before the date of the course you will receive confirmation that the course is going ahead, together with joining instructions and an invoice, which must be paid prior to the start of the course.

Cancellation

We appreciate that you may have to cancel a booking. Please confirm your cancellation in writing, by email to the address above. Details of cancellation charges will be sent with your booking confirmation.

Where are the courses held?

The majority of our open courses are held at a central London venue but, occasionally, we may need to change this and will give you as much advance notice as possible.

Course discounts and funding

Please visit our website to find out if you qualify for any help towards the cost of your course. Please ensure that you request any discounts or funding that you are eligible for at the time of booking. Discounts are discretionary and cannot be used in conjunction with one another.