

PUB6 Develop and maintain a plan for publishing

Overview	Knowledge & understanding	Performance criteria
<p>This Standard is about creating an achievable plan for future publishing, fulfilling that plan, and building an identity for the area of publishing for which you are responsible. It includes developing strategy and priorities accordingly.</p>	<p>What you need to know</p> <p>K1 The significance of developing a publishing strategy</p> <p>K2 Your organisation's aims, priorities, resources and systems for approving new publications</p> <p>K3 Your organisation's brand values and how they can be communicated through publication</p> <p>K4 How to obtain and interpret qualitative and quantitative market information about your own and other organisations' publications</p> <p>K5 What influences the markets' purchasing power and purchasing decisions</p> <p>K6 The size, needs, tastes and buying/usage patterns of your markets</p> <p>K7 What influences and stimulates audience interest in publishing products</p> <p>K8 The ongoing requirements of different markets and audiences</p> <p>K9 Sources of information and advice about general and specific changing needs of your markets, market trends, and areas of growth and decline</p> <p>K10 The channels of supply from your organisation to the end-user, how they work, and their effects on pricing</p> <p>K11 The resources, people, costs and time needed for all aspects of creative work, and production and acquisition of material</p> <p>K12 How to forecast profit margins</p> <p>K13 How to forecast sales, and monitor and assess the success and usage of publications</p> <p>K14 Who your competitors are, and what their markets are</p> <p>K15 What other factors might limit or offer opportunities to your publishing (e.g. markets factors such as foreign rights requirements, or technological developments)</p>	<p>What you must be able to do</p> <p>P1 Make and maintain contact with sources of advice and publishing ideas</p> <p>P2 Base your publishing plan on reliable information about market trends, user needs and technological advancements</p> <p>P3 Make sure that your plan is in line with your organisation's aims, priorities, resources and publishing identify</p> <p>P4 Identify and involve all relevant departments and individuals in the development and implementation of your plan</p> <p>P5 Interpret your brief with imagination and innovation</p> <p>P6 Agree targets such as the number of titles, formats and planned profits</p> <p>P7 Agree budgets and resources required for achieving these targets with relevant people</p> <p>P8 Identify the time needed for the creation, production and publication of each item on the publishing plan</p> <p>P9 Develop an outline schedule of forward publishing in line with your targets and budget</p> <p>P10 Define and work within any limitations and ongoing requirements for publishing</p> <p>P11 Identify the optimum date for publication of each project to be included in your plan</p> <p>P12 Make sure that there are no conflicts between schedules for individual projects</p> <p>P13 Identify and resolve issues affecting effective communication between departments where those issues have an impact on the publishing plan</p> <p>P14 Identify problems in time to take remedial action to avoid scheduled publication dates being missed</p> <p>P15 Inform people of adjustments to the publishing plan that will affect them</p> <p>P16 Monitor overall progress of each individual project and your</p>

	<p>K16 The current guidelines, directives, legislation and best practice affecting publishing, including accessibility issues</p> <p>K17 How to feedback information that might be useful to the development of your organisation's overall strategy</p>	<p>overall publishing plan</p> <p>P17 Regularly review and refine the publishing plan against your organisation's aims, priorities and resources, and shifting market conditions, needs and priorities, so as to ensure that it continues to meet organisational and market needs</p>
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