

# The Publishing Training Centre Courses 2019



The  
Publishing  
Training  
Centre

## Dear Reader,

Welcome to the latest version of the PTC's course catalogue.

PTC constitutes a very experienced and talented team of tutors and employees and we look forward to working closely with everyone throughout 2019 as we continue to deliver quality training to the industry.

PTC's mission has always been synonymous with our commitment to helping our customers, be they individuals or corporate, to develop the most relevant skills for the workplace. Based on the research that we've recently undertaken within the publishing industry, we are planning some exciting new courses to develop distinct editorial and publishing skills. We'll also be offering more customised and bespoke solutions for in-company training.

Our eLearning programme has been extended to 15 modules which can be used as standalone training or to complement the face-to-face short courses.

We look forward to working with you in the future and to seeing delegates on our face-to-face courses.

**The Publishing Training Centre team**

## Key



The Publishing Qualifications Board, PQB, was established 21 years ago to provide assessed vocational training for anyone pursuing a publishing career. PQB is a subsidiary of the Publishing Training Centre. Those courses which include PQB assessment are indicated in the catalogue.



Some of our courses earn upgrade points for members. Courses which include upgrade points are indicated in the catalogue.

### The Book and Journal Publishing National Occupational Standards

Some of our courses contribute to The Book and Journal Publishing National Occupational Standards. The specific standards are indicated alongside the courses in the catalogue.



We are members of Equality in Publishing (EQUIP): a membership organisation hosted and funded by the Publishers Association and the Independent Publishers Guild to promote inclusivity across UK publishing, bookselling and agenting, by driving change and increasing access to opportunities within the industry.



We continue to participate in the Living Wage Foundation as a commitment to fair employment policies.

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# Outsourcing: Working with Publishing Partners and Packagers

Two-day course

Outsourcing continues to grow and evolve and more and more in-house employees and freelancers now work with third parties as part of the publishing process.

This practical two-day course focuses on the skills needed to effectively manage and work with publishing partners and packagers, helping you and your team become better prepared for outsourcing.

The course is suitable for all publishing segments.

## Learn how to:

- Make decisions about what to outsource
- Understand supplier capabilities and who to select for a specific project
- Set budgets and negotiate rates
- Brief suppliers clearly and communicate to stakeholders effectively throughout the project life-cycle
- Ensure all parties are clear on goals
- Project manage using efficient and effective collaboration techniques
- Track performance and guarantee quality outcomes
- Manage the challenges and risks
- Appreciate cultural differences when working with remote teams

## Your tutors



**Caroline Boot** is an experienced ELT and Schools publishing professional. She has a 25-year history of working in the publishing industry in-house with Macmillan, as a freelancer for Oxford University Press, Pearson, Cambridge University Press and Macmillan, and as a packager with Integra Software Services Ltd.



**Kathryn Munt** is CEO of the Publishing Training Centre. Before joining PTC Kathryn worked with Integra Software Services Ltd. and developed the business and led the outsourcing team for Schools and ELT. Kathryn has also worked for Pearson, Cambridge University Press, and the International Baccalaureate.



**Sam Town** is Lead Project Manager, UK at Integra Software Services Ltd. and project manages academic titles as well as managing a group of onshore project managers. Sam was previously Head of Production at Maney Publishing and has also worked for Taylor & Francis Books, and Usborne Publishing.



## Courses from the Society of Indexers

If you are considering a career in indexing, the Society of Indexers offers a distance-learning course, 'Training in Indexing', and an online workshop for complete beginners or those new to indexing.

### Training in Indexing

This distance learning course, leading to Accreditation by the Society of Indexers, provides a thorough grounding in the basic principles of indexing needed to produce useful, well-structured indexes. The course has recently been updated to relate content to the impact of new e-publishing technologies on indexing, and to give new indexers some understanding of the digital publishing environment.

### Indexing Basics

If you have ever considered indexing as a career, this online workshop will give you an overview of the indexing process and an introduction to some of the basic principles of good indexing. Delivered as a Powerpoint presentation, with practical exercises and tutor support, it caters both for absolute beginners and for others fairly new to indexing and provides a good basis for further professional training.

Visit [www.indexers.org.uk](http://www.indexers.org.uk) for more information on these two courses.

# 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 who work in the areas they teach and who are completely up-to-date with the latest industry developments, bringing their unique experience and knowledge to their courses

## CORE PUBLISHING SKILLS

# Introduction to Editorial Skills: Copy-Editing and Proofreading

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 skills of copy-editing and proofreading for both print and digital output. You can also choose to complete a post-course assessment providing the opportunity to achieve PQB certification.



## Key learning outcomes

- Use your new copy-editing and proofreading skills for various types of content, including both print and digital
- Understand how different methods of working impact the modern editorial workflow
- Appreciate the difference between the roles of copy-editor and proofreader and how they fit within today's publishing process

Book and Journal Publishing National Occupational Standards: PUB 14 and 19.

## Who will benefit?

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

**sfep**

- 4 upgrade points for attendance
- 2 points for post-course assessment pass

## Programme

### Step 1

**Pre-course pack download with exercises to complete. Includes a comprehensive self-study module written by Jane Buekett providing an introduction to:**

- publishing workflows
- copy-editing and proofreading on-screen and on hard copy
- BSI standard marks for proof correction

### Step 2

**Two-day classroom course which includes feedback on the pre-course exercises, intensive workshops, further practice working on-screen and on paper, group work, and expert guidance from a highly experienced PTC tutor.**

#### Day 1

##### Copy-editing

- Copy-editing, proofreading and the difference between them
- Discussion of pre-course exercise and any questions about the course
- What does a copy-editor do?
- Editorial conventions and communications
- Copy-editing in different formats

#### Day 2

##### Proofreading and the parts of a book

- What does a proofreader do?
- Proofreading in different formats
- Typographical conventions and other considerations
- Start to finish: other parts of the book

### Step 3

**Assessment by distance learning to be completed either on-screen or on paper.**

*The blend of digital and hard-copy practise work really put this course over the top. The course leader addressed the place of freelance copy-editors and proofreaders in publishing and the role of editorial staff in-house. I came away with a better understanding of my industry and how I can contribute to it (as well as a host of useful tips and tricks for editing). I would strongly recommend this course as an essential for all editorial staff.*

**Osprey Publishing delegate**

### Your tutors



**Caroline Knight** has been editing for more than 20 years. She was trained at Penguin Books and has worked at Weidenfeld & Nicolson Illustrated, William Heinemann and, latterly, Atlantic Books, where she was managing editorial director.



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



**Caroline Drake** trained copy-editors and proofreaders at Cambridge University Press for 15 years. Freelance since 2005, she is a tutor for the PTC's Essential Copy-Editing: Editorial Skills Two course.

# Progress in Editorial Skills: Copy-Editing and Proofreading

Two-day course  
£795+VAT

This intermediate level three-step course follows on from Introduction to Editorial Skills to take your print and digital copy-editing and proofreading knowledge to the next level, instilling the confidence to deal with the trickiest of editorial challenges.

Created by a team of industry experts, all with experience of working in the largest UK publishing houses, it is taught by tutors who have all worked as copy-editors and proofreaders.



## Key learning outcomes

- 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
- What constitutes editorial excellence and how to attain it.

Book and Journal Publishing National Occupational Standards: PUB 14 and 19.

## Who will benefit?

- Anyone with prior experience of working in book or journal publishing wishing to build their copy-editing and proofreading skills
- Editors, project editors, production editors, managing editors
- Those who have completed Introduction to Editorial Skills

- sfep**
- 4 upgrade points for attendance
  - 2 points for post-course assessment pass

## Programme

### Step 1

**Pre-course pack download with exercises to complete. Includes a self-study module written by Jane Buekett which comprehensively covers:**

- copy-editing and proofreading best practice in print and digital editorial work
- the finer arts of author liaison
- knowing when to cut, rewrite, or leave well alone

### Step 2

#### Two-day classroom course

**Feedback on the pre-course exercises and workshops covering a full range of publishing contexts.**

**Group work, exercises and expert guidance and insight from a highly experienced tutor will provide the opportunity to gain confidence and learn how to attain editorial excellence.**

#### Day 1

- Introduction
- Elements of a publication
- Illustrations and tables
- Front Matter e.g. preliminary pages, imprints page
- Permissions
- Style and house style
- Numbers, dates, times and abbreviations
- Common problems of grammar and punctuation

#### Day 2

- End matter and references
- Proof-editing
- Proofreading
- Design and layout issues
- Running heads
- Copy-fitting

### Step 3

Students have the opportunity to test their new skills by submitting a post-course assessment which will be marked by the tutor. Assessments can be completed on paper or on-screen and comprehensive feedback will be provided in order to further improve skills.

*Thanks for a great few days!  
Everything was very well  
organised and I appreciated how  
you accommodated our different  
backgrounds and levels of experience.*

**York Press delegate**

### Your tutors



**Caroline Knight** has been editing for more than 20 years. She was trained at Penguin Books and has worked at Weidenfeld & Nicolson Illustrated, William Heinemann and, latterly, Atlantic Books, where she was managing editorial director.



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



**Caroline Drake** trained copy-editors and proofreaders at Cambridge University Press for 15 years. Freelance since 2005, she is a tutor for the PTC's Essential Copy-Editing: Editorial Skills Two course.

A masterclass which uses complex exercises to tackle a range of material to hone skills in comprehension, structure and consistency.

## Key learning outcomes

- Demonstrate a clear understanding of the issues that arise when working on multi-author reference works
- Identify the existing skills and knowledge that you need to handle complex texts with confidence
- Rewrite texts to avoid problems.

Book and Journal Publishing National Occupational Standards: PUB 14 and 19.

## Who will benefit?

- Experienced editors and copy-editors
- Those who have attended Introduction to Editorial Skills

*Excellent. Margaret's teaching style is open and accessible, with a good balance of seriousness and fun. She is very knowledgeable and encouraged engagement among attendees, which is nice - people bring knowledge with them and it was great to share this.*

**Health.Org delegate**

## Programme

- Discussion: briefing
- Multi-author works
- Discussion: multi-author works
- Complexity 1: creating a table
- Complexity 2: linguistics
- Complexity 3: assigning structure
- Working on second editions
- What's the problem?
- Working with non-native English
- Rewriting workshop
- Final discussion/queries

## Your tutor



**Margaret Aherne** has worked as a proofreader, copy-editor, project manager and tutor/mentor for clients such as Blackwell, Oxford University Press, Routledge and the Audit Commission. She is co-author of, and a tutor on, PTC's Basic Proofreading self-study course.

# Advanced Proofreading

One-day course  
£435+VAT

A masterclass for those who want to apply their existing proofreading skills to challenging texts and learn advanced decision-making strategies, across both print and digital contexts.

## Key learning outcomes

- 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)
- Carry through changes consistently
- Deal with the author at the proof stage
- Finish jobs to a high standard without compromising budget or schedule.

Book and Journal Publishing National Occupational Standards: PUB 20.

## Programme

- Reading proofs set from electronic files
- Planning the proofread
- Typical errors and how to deal with them
- Editing on proof and its knock-on effects
- Collating the author's corrections
- Checking and cross-checking
- The index

## Who will benefit?

Experienced 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.

*I thoroughly enjoyed this course and I struggle to see how it could be improved. The day flew by! I found the course interesting and the majority of the course content was directly relevant to my current role. I came away from the course feeling energised and enthusiastic and keen to start applying the techniques learnt. Thank you, Rosemary.*

**In-house proofreader**

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

One-day course  
£435+VAT

In the digital environment 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 covers ownership of copyright in print and digital content.

## Key learning outcomes

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

Book and Journal Publishing National Occupational Standards: PUB 9, 16, 25, 26, and 27.

## Who will benefit?

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

*I have gained a clearer understanding of when we need to seek copyright clearance for materials we publish.*

**SQA In-Company Training delegate**

## Programme

- Review of copyright basics, are there any differences between print and digital content?
- Review of the exceptions introduced in 2014, moral rights, when is permission needed?
- Other relevant issues: privacy and data protection (rules on use of personal information)
- Review of significant contractual clauses – assignments vs licences
- Social media, use of photos, music, branding etc.

## Your tutor



**Marjon Esfandiary** has worked as a commercial lawyer specialising in intellectual property rights for over 20 years. Most recently she was an in-house lawyer at Hachette UK responsible for legal advice to Hodder Education, a leading publisher of school text books and teaching and assessment materials for teachers, pupils and parents much of which is accessed on-line. Prior to Hachette she worked as an IP/Commercial lawyer at consumer goods company Unilever for 14 years.

# Diversity and Inclusion Training for Publishers

One-day course  
£435 + VAT

Diversity brings significant tangible business benefits such as improved profit, staff retention, and increased innovation. This course will introduce the case for diversity, help you understand your obligations, and also provide a practical toolkit to enable you to implement a successful diversity and inclusion strategy in your workplace.

## Key learning outcomes

- Make the business and moral case for diversity inclusion
- Assess where your organisation stands and areas for focus
- Use simple tools to help support your planning
- Work with colleagues to tackle bias and widen your talent base

Book and Journal Publishing National Occupational Standards: PUB 2.

## Who will benefit?

- Anyone in a publishing organisation seeking to take action to improve diversity and inclusion
- Managers with an interest in the topic
- HR professionals seeking to start or develop a diversity initiative

## Programme

- An introduction to diversity and inclusion
- Where to start
- Recruitment
- Retention
- Building a diverse publishing list
- Wrap up

## Your tutor



**Nancy Roberts** has worked in publishing for over 20 years across a wide spectrum of sectors, in children's, trade and academic publishing. She provides personal coaching and leadership development, and brings a global view of the industry and a uniquely broad perspective gained from the different sectors in which she has worked.

Nancy founded Business Inclusivity, a social enterprise which supports the industry in thinking about how we can use diversity and inclusion to solve business problems and deliver a sustainable industry.

*Great course in an area that is now much higher on the publishing agenda. The section on the company audit, and using the paradigm to identify areas of exclusion, is a really excellent model, and this section of the course was incredibly helpful.*

**Sage Publishing delegate**

One-day course  
£435+VAT

This practical course introduces the role of editing and proofreading content in any business. It has been developed to meet the needs of all organisations that generate and prepare copy for presentation or publication in digital or print formats. The course explains what needs to be done, and why, and the basics of marking up on paper and working on-screen.

Using a blended learning approach, delegates will download and complete a pre-course exercise, to become engaged with the new skills straight away. The work will then be brought to the classroom training session, to stimulate discussion and aid improvement. Model answers will enable trainees to gauge their progress.

## Key learning outcomes

- 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 will benefit?

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

## Programme

- What does an editor do?
- Getting the message across and fixing the words
- Consistency and style
- Ways of working
- Consolidation and discussion

## Your tutors



**Caroline Drake** trained copy-editors and proofreaders at Cambridge University Press for 15 years. Freelance since 2005, she is a tutor for the PTC's Essential Copy-Editing: Editorial Skills Two course.

*The delivery was excellent, with a good balance of input and practical exercises, and some very useful handouts.*

**Alzheimer's Association delegate**

# Effective Communication: Meetings and Presentations

One-day course  
£435 + VAT

Have you ever sat through a presentation and found yourself thinking, 'I'm so glad it's not me at the front of the room...?' If that sounds familiar, you've come to the right course!

Whatever publishing team you work in, whether it be editorial, marketing, sales or design, at some time you will probably be asked to speak in front of groups of people. You could be asked to contribute to a meeting or give a more formal presentation. Developing the confidence and learning the skills to make an impact will determine how successful you are at communicating your message effectively.

This course is not only about the skills and techniques of giving a presentation but also about how to plan the content effectively. You will learn what distinguishes a good presentation from a bad one and by the end of the session you will feel more confident about planning and delivering an effective and engaging presentation.

## Key learning outcomes

- Master the basic techniques of addressing groups of people
- Understand your audience and decide what they need to know
- Choose and organise the content of your presentation
- Deliver an effective presentation without relying on visual aids
- Ask yourself the five key questions before giving a presentation

## Programme

- Introduction – what is a presentation and how confident are you in giving one?
- Technique (or "why maintaining eye contact really is vital") – practising short presentations
- Myth busting and avoiding the big mistakes
- Analysing examples of good and not-so-good presentations
- Planning your content – what does your audience really need to know?
- Combining technique and content – more presentation practice
- Lessons learned

## Your tutor



**Trevor Stevens** is a freelance publisher and training specialist with 25 years' experience in publishing including sales, editorial and professional development roles. Prior to that he was a Modern Languages teacher and Head of Department. He has published market-leading MFL courses and designed teaching and learning, qualifications and digital services training courses and recruited and managed a digital service training team.

## Who will benefit from this course?

- Publishing professionals and apprentices in the early stages of their career working in all areas of publishing.

# Effective Team Working

One-day course  
£435 + VAT

Whether you consider yourself an individual who works better independently or a born team player there's no escaping the fact that at work you will be working as a member of a team, and even of several teams simultaneously.

In this course you will reflect on your own experience of working in teams, both outside and in work, and consider the key traits of a high-performing team. You will explore common problems encountered in teams, look at the qualities and behaviours that managers across a range of disciplines in a publishing environment expect from their teams and reflect on how you can use your own qualities to contribute to your teams.

## Key learning outcomes

- Use your own experiences in teams both inside and outside work to help you work effectively
- Recognise the qualities and behaviours of high-performing teams
- Avoid the common problems that prevent teams from working well together
- Understand the expectations of management and team leaders in the publishing industry
- Develop the qualities and behaviours necessary to function as an effective team player

## Who will benefit?

- Publishing professionals working in both traditional in-house and virtual cross-functional teams.

## Programme

- Using your experience: teams you have worked in
- High-performing teams – analysing what makes them successful
- Communicating face-to-face and remotely in different types of teams
- Common problems and how to avoid them
- Teams in the publishing industry
- Individual qualities and personal motivation
- Group and individual reflection and personal planning

## Your tutor



**Trevor Stevens** is a freelance publisher and training specialist with 25 years' experience in publishing including sales, editorial and professional development roles. Prior to that he was a Modern Languages teacher and Head of Department. He has published market-leading MFL courses and designed teaching and learning, qualifications and digital services training courses and recruited and managed a digital service training team.

# Getting to Grips with People Management in Publishing

CORE  
PUBLISHING  
SKILLS

Two-day course  
£595+VAT

Managing people for the first time can seem like a daunting prospect, even for high-achieving publishing people. Publishing houses are full of smart, inquisitive people who can be cynical about traditional management techniques and organisational hierarchies and this presents a particular challenge for first-time managers.

This highly practical, comprehensive, two-day course is tailored to the specific context of publishing to give you the core skills needed to manage confidently and successfully.

## Key learning outcomes

- 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 skills such as recruitment, induction, appraisal and handling trouble
- Get the best out of a diverse team
- Manage change and get a handle on innovation
- Tackle the basics of budgeting and financial reporting
- Develop a network of contacts, allies and mentors
- Create your own personal action plan to help keep you on track when you get back to the office.

Book and Journal Publishing National Occupational Standards: PUB 3.

## Who will benefit?

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

## Programme

### Day 1: Management essentials

- An introduction to management
- Building blocks of people management

### Day 2: Management in Publishing

- Managing change
- Managing innovation
- Financial management for publishers
- Time management
- Developing a network
- Personal development plan

## Your tutor



**Nancy Roberts** has over 20 years' experience in children's, trade and academic publishing. She provides personal coaching and leadership development, and brings a uniquely broad perspective gained from the different sectors in which she has worked.

Nancy founded Business Inclusivity, a social enterprise which provides diversity and inclusion consultancy to businesses and women in leadership.



**Clare Grist-Taylor** is a publisher and business consultant with over 30 years' experience in academic, textbook, professional and trade publishing.

She has published everything from trade books to large-scale online reference products and also develops and runs training courses and conferences. Her career began with Pergamon Press, followed by European editorial director at Prentice Hall, managing director of ICSA Information & Training and business and operations director at Profile Books.

# Negotiating for a Win-Win Outcome

One-day course  
£435 + VAT

Successful publishing is largely built on successful negotiations: between author and editor, agent and publisher, production manager and suppliers, members of the publishing team. This means that negotiations between these people need to have outcomes which give both parties what they need and maintain the ongoing relationships. This course will help you understand the structure negotiations take, the behaviours which work best and the ways you can get the outcome you need.

## Programme

- Introduction to the process of win-win negotiating
- Thoughts and feelings and how they affect negotiating
- Power and authority in negotiating
- Negotiating Practice

## Key learning outcomes

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

Book and Journal Publishing National Occupational Standards: PUB 2, 3, 4, and 13.

## 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 Blackwells. She is now an experienced Learning and Development consultant, specialising in training in people management and personal development to enable change, particularly in behaviour and skills, attitudes and emotional intelligence. She has run courses for both private and public sector organisations and enjoys combining all areas of her experience in her work for the Publishing Training Centre.

## Who will benefit?

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

*I really enjoyed the course and meeting the other delegates. It was comforting to know that we are all facing similar issues despite working in very different sectors within publishing. I have come away with some strategies to improve my negotiating skills that I can use straight away.*

**FW Media delegate**

# Rewriting and Substantive Editing

CORE  
PUBLISHING  
SKILLS

One-day course  
£435+VAT

Some content requires more than just a quick copy-edit. This course will help you assess and improve these texts efficiently and effectively while retaining the author's voice. Most of the example texts are drawn from non-fiction or educational publishing.

You'll work on your own, in pairs and as a group to analyse the stylistic problems of different types of text, look at a range of solutions and adjust presentation and construction to guarantee effective communication. The result? New skills and techniques that you can use to tackle future problems.

## Key learning outcomes

- 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.

Book and Journal Publishing National Occupational Standards: PUB 14 and 19.

## Who will benefit?

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

*Great tutor who was happy to share his vast knowledge in editing. I would highly recommend this course for giving you the skills to tackle rewriting confidently.*

**CWR delegate**

## Programme

- Identifying problems and considering solutions
- Assessing message, medium and audience
- When sentence construction breeds confusion
- Adjusting the level of a piece of rewriting
- Clarifying the message of a text
- Maintaining the author's voice
- Pros and cons of bullet points
- Approaches to cutting text
- Editing text written in English as a second language
- Considering jargon and specialist vocabulary
- Final discussion and queries

## 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 the full range of their readers.

# Working with Authors

One-day course  
£435+VAT

Authors are the lifeblood of publishing – you can't do it without them! However, relationships between author, editor and publisher can sometimes become fraught. Simple misunderstandings, differing objectives and poor communications can all contribute to delay, extra cost and unnecessary conflict.

The course has practical solutions to everyday problems and benefits from the knowledge of a highly experienced publisher (and author!). Delegates are encouraged to contribute their own experiences and issues, and by the end of the day will have a series of principles and concepts that can be applied in a wide range of situations.

## Programme

- The role of the author
- Finding contacts
- Defining the project
- Negotiating terms
- Project management
- Resolving difficulties
- After-care: proofs, publication and sales

## Key learning outcomes

- Get the best from your authors
- Understand the dynamics of the publisher/author relationship
- Anticipate and prevent problems before they happen
- Get your manuscript on time, on budget and on brief.

## Who will benefit?

Desk editors, junior editors, managing editors and commissioning editors, especially those working in educational, academic and professional publishing.

## Your tutor



**Brenda Stones** devises modules and lectures for the Publishing Studies MA at City University and runs many training courses for the Publishing Training Centre, often customised for in-company use. She edits at every level, from self-publishing to academic texts and her range of freelance work derives from years of full-time publishing, starting as graduate trainee at Cambridge University Press and finishing as Publishing Director at Oxford University Press.

*// I enjoyed this very much! The tutor was very informative and engaging and had a great depth of knowledge of both sides of the publishing process. Thank you!*

**Leckie and Leckie delegate**

# Content Strategy for the Web

One-day course  
£435+VAT

Take charge of planning the creation, delivery and governance of your website content so that it can 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.

## Key learning outcomes

- 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.

Book and Journal Publishing National Occupational Standards: PUB 15, 18 and 19.

## Programme

- What's content strategy?
- Discovering organisation goals and user needs
- Evaluation of your site
- Strategy
- Planning: workflow and editorial calendars
- Content creation and publishing
- Caring for your content

## Your tutor



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

## Who will benefit?

Anyone who produces or manages online content including writers, editors, web managers, marketers, and PR and media professionals.

*I really enjoyed the course, Sue's teaching style was fantastic, relating the discussions to her experience and to everyday theories. It was brilliant to see how much energy and enthusiasm Sue had about content strategy.*

**Class Publishing delegate**

# Copywriting for Publishers

One-day course  
£435+VAT

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

If you work in publishing, you are already familiar with the power of words. This workshop shows you how to harness that power 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.

Whether you have to write advance information sheets, catalogue entries, back-cover blurbs or taglines, direct-marketing letters, newsletters or website content, this course can make a significant difference.

## Key learning outcomes

- Write copy that connects with your readers
- Exploit powerful techniques used by top professionals
- Apply these techniques to a range of copywriting tasks.

Book and Journal Publishing National Occupational Standards: PUB 18.

## Who will benefit?

Anyone working in publishing and related areas who has to convey key messages through the written word.

*Great course: learnt great tips and thought a lot more about what copywriting involves. Helpful and enthusiastic teaching."*

**Tindal Street Press delegate**

## Programme

- Developing your copywriter's mindset
- Making the right connections
- Connecting with your readers
- Focusing on what matters
- Boosting readability
- Finding the right words
- Human nature and other connecting points
- Taglines
- Happy talk and other disconnects
- Being creative.

## Your tutor



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

Organisations that have used his services include: the BBC, Bloomsbury Publishing, Cambridge University Press, Dorling Kindersley, Elsevier, HarperCollins, Macmillan, the Orion Publishing Group, Oxford University Press, Pearson Publishing, Penguin, Random House, Simon & Schuster and Virgin. He has also worked with numerous local and national government departments, the UK Cabinet Office, the Welsh Assembly, the European Parliament, the European Commission and the UN.

# Introduction to Marketing

One-day course  
£435 + VAT

The marketing department of a publishing company is an exciting place to work, but understanding your role in the business and what you are trying to achieve is crucial when you have to spend time and resources effectively.

This introductory course will explain clearly exactly what is happening in all parts of the publishing process and give you the chance to ask all the questions that have occurred to you since you started, whether in trade or non-trade publishing.

## Key learning outcomes

- Identify and place the function of marketing within the publishing process, both internally and externally
- Plan and execute a marketing campaign
- Make a successful campaign and learn how to measure and evaluate it
- Understand the requirements from sales and the book trade
- Understand who all your target audiences are
- Understand the costs associated with various media options
- How to spend time and resources effectively.

Book and Journal Publishing National Occupational Standards: PUB 1.

## Who will benefit?

Assistants and executives starting in publishing marketing departments.

## Programme

- Introduction - a presentation
- Marketing options used in publishing
- Retail marketing and working with sales
- Direct to consumer communications and owned media
- Brands and authors
- Planning a campaign, measuring effectiveness

## 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. She's also learnt some interesting lessons from time spent in travel and fashion.

“I feel I have more confidence in my own experience and abilities, as well as better understanding what the major companies do which is something I wanted from the course. I have a few more creative ideas to try out too which is exciting.

**Freelance Marketing Executive**

# Writing for the Web

One-day course  
£435 + VAT

The web editor's role is crucial in creating readable, useful and findable web content that enables readers to complete their web tasks quickly and painlessly.

This course provides essential guidance and techniques to make the most impact with your digital content, using up-to-the-minute research.

## Key learning outcomes

- 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 reach for the back button.

Book and Journal Publishing National Occupational Standards: PUB 14, 15 and 19.

## Programme

- Understanding online readers
- Planning
- Principles of web writing
- Writing to be found
- Writing for social media
- Keeping standards

## Your tutor



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

## 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.

// *I enjoyed the course immensely.  
It was practical and interactive.*  
**Healthpress delegate**

# Digital Project Management

PROJECT  
MANAGEMENT

Two-day course  
£795+VAT

Agile, Iterative, Lean, Kanban – acquire the skills needed for effective project management of digital products.

Digital project management can be challenging. You may have to deal with mixed teams, all with different roles and responsibilities, and manage tight budgets and deadlines. The fluidity of the digital landscape and having to cope with the expectations of others add even more layers of difficulty.

Applying the approaches and methods of other industries to the problems specific to digital publishing requires thought, skill and a process of continuous improvement. This two-day course provides the skills needed to manage digital projects using Agile and other iterative techniques, through both classroom-based learning and follow-up coaching by email.

You'll find that it's relevant to all products requiring the writing of custom software and the machine-readable mark-up of content and metadata.

## Key learning outcomes

- Understand the difference between managing print and digital projects
- Deliver fit-for-purpose digital projects within required time scales and budget, even if specifications and the budget change
- Manage complex projects, using interactive project management techniques and Agile, Lean and Kanban methodologies
- Deal with inputs from multiple stakeholders
- Select suppliers and put together teams that can deliver digital projects.

Book and Journal Publishing National Occupational Standards: PUB 15, 22 and 23.

## Programme

### Day 1

- Differences between digital and print publishing projects
- Approaches to managing digital projects

### Day 2

- Managing a digital project
- Soft skills

## Your tutor



**Mark Stringer** is a software developer and project manager. He worked at the pioneering internet publishing company Chadwyck-Healey, as well as for IBM, Xerox, Cambridge University and Soda Creative. He now runs the training and consulting firm AgileLab.

## Who will benefit?

- Those involved in the management and delivery of digital projects, including editors, commissioning editors, web managers, project managers and publishers.

# Editorial Project Management

Two-day course  
£795+VAT

This practical course focuses on the skills needed to effectively manage both print and digital editorial projects to deliver them on time and on budget.

Using in-depth case studies, you will be taken 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 that you can use immediately. There will also be a range of checklists and spreadsheets to take away and use as tools in the future.

## Programme

- The role of the editorial project manager
- Understanding the project
- Examining the content
- Scheduling
- Budgeting
- Managing the team

## Key learning outcomes

- 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.

Book and Journal Publishing National Occupational Standards: PUB 22.

## Your tutor



**Sarah Sodhi** is an editor and project manager, producing digital and print products for the education sector. Her clients include Oxford University Press, Scholastic and Pearson.

## Who will benefit?

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

// *Brilliant course and instructor, the group exercises were particularly educational!*

**RICS delegate**

# Understanding Project Management

One-day course  
£435 + VAT

Publishing houses outsource increased amounts of work to freelancers and vendors who are managed by in-house staff across all departments. As a result, fewer personnel juggle more complex publications in less time and staff in all departments are expected to develop project management skills and to use them proficiently.

This course will give you the project management tools to approach a task in a structured way and to deliver all your priorities on time and on budget so that you feel confident pulling the strings: act instead of react.

## Key learning outcomes

- Organise your time efficiently to achieve goals in less time
- Learn how to plan a project as part of the life cycle
- Identify and avoid pitfalls
- Balance budget, schedules and scope to ensure profitability
- Publish on time, with high quality while minimising stress
- Build relationships and communicate efficiently to establish yourself as the lynchpin of the project.

## Who will benefit?

- Publishing professionals whose daily life is increasingly complex
- Those who need to successfully steer one or more projects to deliver key objectives
- Anyone working with freelancers and vendors, including designers, editors, media producers and digital product managers

## Programme

- Time management
- Project planning and the project life cycle
- Budget
- Scheduling
- Risk management
- Scope and change
- Communication and team work

## Your tutor



**John Deans** has almost 20 years of experience in UK and international educational publishing as editor, publisher and author. As Development Director at Boardworks he led the digital team responsible for the company's highly successful online products, driving growth at home and in the United States.

John keeps in touch with the classroom through volunteering as an English teacher, teaching newly arrived workers in Oxford.



**Sam Derby** has 20 years of experience in educational publishing, having worked as editor, publisher, head of department and director. Sam has an active interest in education policy, serves as Chair of Governors at an East Oxford primary school, and is a past chair of the EPC maths panel. He has written and delivered training courses regularly for senior and junior members of publishing teams over the course of his career and is an accomplished speaker in small group and large conference contexts both in the UK and internationally.

# Commissioning and List Management

Four-day  
residential course  
£1,995+VAT

Supported by top publishers, this is the definitive course for commissioning editors in educational, academic or professional publishing who want to build profitable lists. This unique programme, an intensive residential course, will give you the best possible start and is considered by many to be an essential element on any commissioning editor's CV.

A case study is a key part of the course. Working in a group, you'll develop a full publishing project – from title and content through costings to marketing plans – and present your proposals to a 'board of directors'.

Group sessions are led by expert tutors, ensuring a variety of teaching styles, experience and pace. The elegant venue provides an atmosphere conducive to learning and networking, resulting in hugely rewarding relationship-building opportunities. After four days of hard work, you'll leave the course tired but inspired!

*I now feel confident with financials – and more knowledgeable on the legal side. Generally, my confidence in my role and work has increased as a direct result of the course.*

**OUP delegate**

## Who will benefit?

Development editors, commissioning editors, research editors, acquisitions editors and managing editors who work in educational, academic, reference and professional or trade publishing.

## Key learning outcomes

- Evaluate markets and exploit publishing opportunities
- Develop a publishing list that meets company strategy and management goals
- Structure and present commercially attractive publishing proposals
- Find and keep valuable authors and negotiate author contracts
- Understand and evaluate financials
- Plan for profit and return on investment
- Plan publications and work with colleagues performing other functions, particularly sales and marketing
- Manage yourself and your time to better effect.

Book and Journal Publishing National  
Occupational Standards: PUB 2, 6, 11 and 12.

## Programme

### Day 1

- The world of publishing
- The role of the commissioning editor
- Digital decision-making
- Introduction of the case study

### Day 2

- Understanding publishing finance
- Understanding and sizing the market

### Day 3

- 21st-century sales and marketing
- Contracts, permissions and the law
- Working with authors

### Day 4

- Strategic list management
- Case study presentations
- Presentation of project proposals to 'board of directors'
- Feedback and conclusions

## Course director



**Paul Cherry**, director of core subjects and the Philip Allan imprint at Hodder Education.

## Your tutors

The course is taught by experts on specific topics. They include:



**Richard Balkwill**, experienced publishing rights and contracts consultant.



**Steve Connolly**, digital director for further education and schools, Hodder Education.



**Linden Harris**, Managing Director, Insight & Perspective Ltd, a publishing and edtech consultancy.



**Rachel Maund**, founder of Marketability.



**Kay Symons**, publishing consultant.

*I would not hesitate to recommend it. The quality of the sessions was very high. I go away feeling inspired!*

**Pearson Education delegate**

If you're charged with maximising the success of a publishing list or market segment and want to compete effectively, this introduction to crucial competitive strategic thinking is for you.

Business school models are complemented by real-world examples of successful (and unsuccessful) strategic approaches from publishing. There's also a stimulating combination of presentations, practical exercises, discussion and delegate interaction.

At the end of the course, you'll leave with a wealth of new ideas and the confidence to take your products – and your career – to the next level.

## Key learning outcomes

- Clearly define your overarching goals and those of the organisation in which you work
- 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.

Book and Journal Publishing National Occupational Standards: PUB 6 and 11.

## Who will benefit?

- Publishers, commissioning editors and publishing managers
- Anyone responsible for publishing strategy in educational, academic, professional or trade publishing
- Those confident with the basics of commissioning

## Programme

### Day 1

- The strategy process
- Market and competitor analysis
- Creating competitive advantage
- Generating strategic options

### Day 2

- More strategic options
- Financial modelling
- Dealing with uncertainty
- Risk analysis
- Strategic evaluation

## Your tutor



**Kay Symons** has 30 years' experience with some of the UK's foremost educational publishers, including publishing director and MD of

Heinemann Secondary and Vocational during a period of huge success from 1997 to 2004. After completing an international executive MBA programme at Henley Management College, she worked on a number of strategic projects, as marketing director and as Harcourt's first customer focus director. 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.*

**OUP delegate**

A photograph of three diverse women in an office setting. One woman with long dark hair is in the background, smiling. In the foreground, a woman with curly blonde hair and a woman with a large afro are looking at a laptop screen, both smiling. A yellow line connects five circular callouts on the left side of the image.

Grow your  
productivity

your  
quality of  
work

your staff  
motivation  
and loyalty

your  
competitive  
edge

and your  
profitability

# Grow your business

with expert tuition on a Publishing Training Centre in-company course

Our In-Company Training brings the PTC to you. We can run our open courses at your office or another venue of choice, and at a time that suits you.

PTC In-Company Training gives you the flexibility to run your training when you need it along with the chance to adapt the course content to meet your specific requirements. Customised training can range from one-to-one coaching to a motivational presentation for a large audience.

Every course is backed by the PTC's longstanding expertise and experience.



## Why In-Company Training?

- Participants work together at a convenient time and place, which leads to enhanced teamwork and motivation
- Materials can be adapted to match your needs:
  - Exercises and activities can be designed to reflect your company's culture and working practices
  - Training can be adapted to include processes as well as skills
  - Training can integrate you company-specific information, systems or procedures
  - A hybrid course can be created, incorporating elements of two or more short courses
- It's a cost-effective solution when there are five or more to train in any one area. We provide a single exclusive quote with no hidden costs.

Usually the maximum number of delegates is 12. In the case of computer-based training courses, groups sizes are smaller, with a maximum of 10 delegates.

## A customised service

We can tailor our courses to suit your business needs. We can also build a course outside of the published list. To commission your training please call us on 0208 874 2718 or email us at [courses@publishingtrainingcentre.co.uk](mailto:courses@publishingtrainingcentre.co.uk).

## COURSES AVAILABLE FOR IN-COMPANY TRAINING

Course type and name	Page	Duration (days)	Maximum number of participants
<b>Core Publishing Skills</b>			
Advanced Copy-Editing	8	1	12
Advanced Proofreading	9	1	12
Copyright: How to Get What You Need in the Digital Age	10	1	12
Diversity and Inclusion Training for Publishers	11	1	12
Editorial Skills for Business	12	1	12
Effective Communication: Meetings and Presentations	13	1	12
Effective Team Working	14	1	12
Getting to Grips with People Management in Publishing	15	2	12
Introduction to Editorial Skills	4-5	2	10
Negotiating for a Win-Win Outcome	16	1	12
Outsourcing: Working with Publishing Partners and Packagers	2	2	12
Progress in Editorial Skills	6-7	2	10
Rewriting and Substantive Editing	17	1	12
Working with Authors	18	1	12
<b>Marketing</b>			
Content Strategy for the Web	19	1	12
Copywriting for Publishers	20	1	12
Introduction to Marketing	21	1	12
Writing for the Web	22	1	12
<b>Project Planning and Management</b>			
Digital Project Management	23	2	12
Editorial Project Management	24	2	12
Understanding Project Management	25	1	12
<b>Strategy and List Building</b>			
Publishing Strategy Toolkit	28	2	12

# SELF-STUDY BY DISTANCE LEARNING

The PTC offers two types of self-study distance learning: e-Learning Modules and Tutor-Guided courses and each has its own way of helping you learn.

## **Tutor-Guided courses**

These self-study courses allow you to study in your own time, at your own pace over 12 to 18 months, and with the support of a personal tutor at every stage.

The PQB is responsible for the development, delivery and assessment of these courses. They have, at their core, detailed and carefully moderated performance evaluation and reporting, so that trainees and employers can accurately assess levels of knowledge and skill. Qualifications are awarded at 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
- been trained to a very high standard
- had his or her abilities rigorously assessed.

## **e-Learning Modules**

e-Learning modules are concentrated, online courses that focus on specialist topics relevant to an editor's 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.

We also offer three introductory modules which are intended to ensure that everyone new to publishing understands key aspects of the industry.

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

## Basic Proofreading: Editorial Skills One

by Gillian Clarke and Margaret Aherne

### What is proofreading?

Proofreading is the process of checking written materials for errors before they are published. These materials may include books, magazines, blogs, websites, brochures, journals and official documents.

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

### Five reasons to choose Basic Proofreading

1. Learn to proofread in the way that clients want it done, on screen or on paper
2. Cover the requirements of the wider business world as well as publishing
3. Have the support of a personal tutor at every stage of assessment
4. Learn and practise with 36 self-check exercises
5. Benefit from the most widely recognised industry qualification

### Who will benefit from this course?

Everyone wishing to gain the skills to work as a freelance proofreader.

### Key learning outcomes

- Mark up on paper and on screen, and understand the differences between the two
- Understand and use British Standards Institution symbols
- 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

### How does the course work?

There are six learning modules, five of which contain a number of self-check exercises and a longer assignment, which you will submit to your personal tutor for marking and commentary.

#### Modules

- Techniques and good practice
- Proofreading or proof-editing
- PDFs and digital
- BSI – I
- BSI – II
- Working for publishers

Course materials are accessed through the PTC's online learning platform. You will need Adobe Reader (XI or DC) and Microsoft Word (2010 or later) in order to complete the coursework.



### Study time

Up to 50 hours and up to 12 months.

Course Fee  
£395

# Essential Copy-Editing: Editorial Skills Two

by Barbara Horn

## What is copy-editing?

The role of the copy-editor is to make the author's message clear and accessible for the readers and to mark up documents for typesetting. That might sound simple, but it's a complex job, involving an understanding of not only language and grammar but also production processes, typography and design conventions, and the extent – and limits – of responsibility and authority of each person involved in the process. It requires an enquiring mind, attention to detail, organisation and good communication skills.

Essential Copy-Editing trains you to work effectively as a copy-editor to prepare documents for the next stages of publication. The course assumes prior acquisition of proofreading skills, and experience in applying them.

This is an online course using Microsoft Word on-screen to complete a range of practical exercises and assignments using current best working practice.

## Key learning outcomes

- Use 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
- Work on-screen and on paper

## Study time

Up to 70 hours and up to 18 months.

## How does the course work?

Essential Copy-Editing is delivered online giving you instant access to all course materials. You will be able to read the course notes on-screen, print them off, or save them to your desktop or other reading device.

The exercises and assignments are Microsoft Word documents to be completed on-screen and submitted as a digital file for marking and commentary.

The course comprises seven modules. Each module contains self-check exercises plus an assignment that you send to the PTC for marking and commentary by your personal tutor.

### Modules

- Queries, comments and marking up
- Cover to cover
- Preparation, grammar and punctuation
- Style and level
- Specialist texts
- Tables, technical figures and copy-fitting
- Endmatter

In addition to having access to a computer, with internet access, a copy of Microsoft Word 2007 (or later) or Microsoft Word 2008 for Mac (or later) is required to complete this course.

## Who will benefit from the course?

Editorial staff in publishing houses and freelance proofreaders interested in editing.

**sfep** • Get 10-20 points with a pass



Course Fee  
£495

## Essential Grammar

by Andrew Steeds

Your command of language speaks volumes about you. Whether you are preparing a proposal for a major new contract, writing a letter 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 an online course that takes you from the most basic through to the more complex elements of English grammar.

### How does the course work

Essential Grammar is delivered online giving you instant access to all course materials. You will be able to read the course notes on-screen.

### Who will benefit from the course?

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

### Special offer

If bought in conjunction with Basic Proofreading or Essential Copy-Editing, get Essential Grammar for just £35.

### Key learning outcomes

By working through the course, you will:

- have confidence in your use of grammar and punctuation
- understand the rules of English grammar and be able to communicate more clearly
- improve your knowledge of punctuation, including commas, semicolons, colons, apostrophes and more
- understand the meaning of nouns, verbs, adjectives, adverbs, prepositions and pronouns



**Course Fee**  
**£70**

## Successful Editorial Freelancing

by Mary James

### 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.

### How does the course work?

The course manual has eight modules and, across the course, 28 exercises that embed your learning and create an action plan. At the end of the course you will generate your own personal business plan, which will be assessed by your tutor and individual comments and suggestions will be sent to you.

#### Modules

- What makes a successful freelancer?
- Researching your market
- The legal side of starting up in business as a freelancer
- Taking a look at financial matters
- What do publishers look for in a freelance editor or proofreader?
- Working from home
- Finding new clients and hanging on to the ones you have
- You're the boss now; managing yourself

### Key learning outcomes

- Have the motivation and confidence to start your own business
- Be equipped to manage yourself through the difficult first six months of freelance life
- Gain a good understanding of 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 from the course?

Those who have already completed one of our distance learning proofreading or copy-editing courses.

Also, editors and proofreaders currently employed in companies who want to make the transition to freelance status and freelancers who would like to grow their current business.



**Course Fee**  
**£95**

# Creative Copywriting for Publishers

by Bev Legge

## What difference can copywriting make?

The copy you write can bring a book title to life and make it meaningful to a hesitant book buyer. With a few well-chosen words, you can help them to see the magic on offer. You can enable them to spot the gap on their bookshelf that a particular book might fill.

Creative Copywriting gives you all the tools you need to write effective copy and set you on the path for a successful career in copywriting. It shows you how to connect with potential customers, overcome any doubts they might have and ultimately win them over.

It comes packed with a host of practical tips, backed up by tried and tested techniques.

## How does the course work?

Creative Copywriting is delivered online giving you instant access to all course materials. You will be able to read the course notes on-screen.

There are ten learning modules, containing a range of practical exercises. Five modules contain an assignment, which you will submit to your personal tutor for marking and commentary.

### Modules

- Entering the world of copywriting
- Focusing on what matters
- Taking the next step
- A change of perspective
- Building your confidence
- Facts or feelings
- Breathing life into your copy
- Being creative and social
- The most difficult audience of all
- Getting there faster

## Key learning outcomes

- 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 from the course?

Everyone interested in developing the skills of a professional copywriter in publishing. In addition, most of the principles we explore can also be applied to more general copywriting, outside of the publishing industry.

### The course is particularly suited to:

- 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.



**Course Fee**  
**£395**

## Introduction to Publishing

by Brenda Stones and Peter McKay

Introduction to Publishing provides a comprehensive look into the world of book and journal publishing. This module gives an overview of the publishing world today and uncovers the variety of roles and responsibilities that come together to create published materials.

### Course content

1. The publishing industry: an overview
2. Companies and brands
3. Market research
4. Acquiring and commissioning
5. Sales and marketing
6. Finance and costings
7. Publishing career avenues

### Key learning outcomes

Understand:

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

**Study time**

Six to eight hours.

**Course Fee**  
**£115 inc VAT**

## What is Copy-Editing?

by Jane Buekett

The role of the copy-editor is essentially to make a publication readable by the intended audience – free from distracting errors and inconsistencies, and structured in a way that is easily navigable. To achieve this there are seven key topics and this module introduces you to the essence of each.

### Course content

#### Section 1:

- The editorial process
- What a copy-editor does
- The publishing workflow.

#### Section 2:

- The elements of a publication, house style, and an overview of more specialist editorial subjects.
- A practical exercise accompanied by a model answer and commentary. This gives you your first chance to try out your understanding and to gauge if you have an aptitude for the work.

### Key learning outcomes

- Understand where copy-editing fits into the publishing workflow
- Understand what the work of a copy-editor involves
- First hand experience of a copy-editing exercise

**Study time**

Two to three hours.

**Course Fee**  
**£29 inc VAT**

## What is Proofreading?

by Margaret Aherne

The word 'proofreading' means different things to different people. This module is designed to help you understand just what it 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.

### Course content

#### Section 1:

The purpose of proofreading and essential techniques and good practice.

#### Section 2:

A practical exercise accompanied by a model answer and commentary. This gives you your first chance to try out your understanding and to gauge if you have an aptitude for the work.

### Key learning outcomes

- Understand where proofreading fits into the publishing workflow
- Understand what the work of proofreading involves
- First hand experience of a proofreading exercise

**Study time**

Two to three hours.

**Course Fee**  
**£29 inc VAT**

## A Copy-Editor's Guide to Working with Authors

by Nik Prowse

Assuming the role of a copy-editor puts you in an interesting position in relation to the publisher, the author and the typescript on which you are working. You are in the centre of a triangle between the publisher, who pays you, the author, whose work you will be editing, and the reader, to whom you are ultimately responsible. Your task is to ensure that the author's work is as clear, readable and consistent as possible, without upsetting the author and changing their voice, making sure that the reader gets as much out of the text as the author originally intended, while working to the time scale and budget set by the publisher.

### Course content

1. Introduction
2. The lifespan of a project
3. Author characteristics, and strategies for approach
4. Problems that arise and finding a solution
5. Conducting an effective working relationship

### Key learning outcomes

Gain a clearer understanding of:

- the timeline of a project
- different author characteristics
- how to solve problems
- how to develop strategies

### Study time

Five to seven hours.

Course Fee  
£90 inc VAT

## A Copy-Editor's Guide to Working with Typesetters

by Rich Cutler

A Copy-Editor's Guide to Working with Typesetters aims to provide copy-editors with an understanding of how layout and typesetting is carried out, and how to mark up and prepare typescripts to help typesetters – and avoid hindering them.

Editing the language and content is only part of an editor's job – they also need to prepare the text for the typesetter. To do this effectively, editors need to know how typesetting works and what typesetters require of them.

### Course content

1. Introduction
2. Typesetting – an overview
3. Tags and styles
4. Preparing the typescript
5. Tagging scheme – example

### Key learning outcomes

Gain a clearer understanding of:

- typesetting and DTP principles
- tagging of content
- Microsoft Word styles
- preparing typescripts for typesetting.

### Study time

Five to seven hours.

Course Fee  
£90 inc VAT

# Essential Editorial Project Management

by Rich Cutler

Essential Editorial Project Management aims to develop an understanding of 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.

At the heart of efficient management are communication and knowledge – and understanding how to use these effectively is the hallmark of a good project manager.

## Course content

1. Introduction
2. What is editorial project management?
3. The project manager's responsibilities
4. Defining the project
5. Starting the project
6. Finishing the project

## Key learning outcomes

Gain a clearer understanding of:

- what an editorial project involves
- qualities needed by a project manager
- assessing a project
- scheduling a project
- budgeting a project
- establishing a team
- supervising a project

## Study time

Five to seven hours.

Course Fee  
£90 inc VAT

# Editorial Style

by Rosemary Roberts

Editorial style controls all aspects of consistency in the presentation of words, numbers and punctuation. Most copy-editors realise that consistency is important, but they may not always understand why.

This module focuses on the core areas of editorial style, including spelling and hyphenation, punctuation and capitalisation, numbers, abbreviations and the use of italic and quotation marks. When you have mastered those, you will be equipped to think through more complicated aspects of styling for yourself.

## Course content

1. What is editorial style?
2. The core areas of editorial style
3. Making editorial style decisions
4. The editorial style sheet
5. Using the editorial style sheet

## Key learning outcomes

- Define 'editorial style' and 'house style', and 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

Five to seven hours.

Course Fee  
£70 inc VAT

## Editing in Word: Time-savers & Tips

by Anne Waddingham

Microsoft Word is a program that vast numbers of people use day in and day out, without ever unlocking its full potential. For editorial professionals in particular there are so many handy tricks that, once mastered, will make your working life a whole lot easier.

This module is for anyone involved in the preparation of texts on-screen. The techniques described are supplemented with invaluable time-saving tips and key advice to make your editing more effective and efficient.

### Course content

1. Word styles: formatting documents the easy way
2. Demystifying templates
3. Demystifying macros
4. Find & Replace: turbo tips every editor should know
5. Everyday time-savers: shortcuts and Word tweaks
6. Making Track Changes more user-friendly

### Key learning outcomes

- Copy-edit in Word in an effective and efficient way

### Study time

Twelve to 18 hours.

Course Fee  
£115 inc VAT

## Adobe Tools for Editors

by Christina Thomas

Working efficiently with PDFs is a much-valued skill for today's editorial professionals. There are many useful tools available in Adobe Reader software and knowing how to make the most of them can make your editing more effective and save you valuable time.

This module will give you the confidence to mark up any PDF, including the use of on-screen BSI marks, customisation of tools and managing comments with ease.

### Course content

1. Finding your way around the menus
2. Using the comment tools
3. Customising comment tools and the tool bar
4. Installing and using BSI marks
5. Exporting and filtering comments

### Key learning outcomes

- Be confident when marking up PDFs using Adobe DC
- Make use of comment tools in a fast and efficient way
- Have ease of management of comments

### Study time

Five to seven hours.

Course Fee  
£70 inc VAT

# Author Queries

by Rosemary Roberts

This e-Learning Module aims to define the purpose of queries and comments put by the copy-editor to the author. It will explain how to present queries and comments, and how to link them to the author's text in Word, enabling editors to express their queries and comments clearly, courteously and briefly. The Module will also show how to integrate author queries with the copy-editing process.

## Course content

1. The purpose of queries and comments
2. Author queries within the publishing process
3. Presenting queries and comments
4. Wording queries and comments

## Key learning outcomes

- Define the level of your responsibility for the content and form of the text
- Decide 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
- Deal with author queries as part of the copy-editorial process

## Study time

Five to seven hours.

Course Fee  
£70 inc VAT

# Grow your skill set

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## Copyright Essentials

by Richard Balkwill

An understanding of copyright is essential for any successful publisher. Copyright issues occur in a huge number of places, and it is important to be armed with the right knowledge that will help you to ensure the publishing process runs smoothly.

This module will give you the confidence to understand the ins-and-outs of supplier and author agreements, to review licences for rights and third-party permissions, and to protect yourself and your company against the risks involved in data protection and privacy issues and use of trademarks.

### Course content

1. Copyright Basics
2. Author Agreements
3. Rights and Permissions
4. People, Products and Patents

### Key learning outcomes

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

### Study time

Eight to 10 hours.

**Course Fee**  
**£90 inc VAT**

## Editing References

by Margaret Aherne

Citing the work of other authors is a common characteristic of a broad range of publications. Such references have two purposes: for the author to provide evidence for their assertions, or show where the facts come from, and to enable the reader to locate the source of a quotation, and if interested then follow it up.

### Course content

1. Why do we need references?
2. Where do we put references?
3. What are all the elements of references?
4. What might you be expected to edit
5. Useful Latin terms
6. Three styles of referencing
7. Sample texts
8. Further reading

### Key learning outcomes

- Understand how and why references are used
- Know the workings of the three main reference systems in use
- Be able to edit a work that uses these systems efficiently

### Study time

Five to seven hours.

**Course Fee**  
**£70 inc VAT**

## Editing Fiction

by Caroline Knight and Brenda Stones

You may be at the stage of having edited short passages at work, for publicity or marketing purposes. And you may be at the stage of wanting to try your hand at editing longer pieces of writing, to help further your career. Or you may just fancy earning a bit of extra cash by editing scripts freelance at home, and want to take the first step towards that goal.

This module will give you an opportunity to try your hand at editing fiction so you can decide whether it's the right path for you.

### Course content

1. What's different about editing fiction?
2. Categories of fiction
3. Using timelines, or other plot grids
4. Recording relationships and other characterisation
5. Marking up dialogue
6. Using a style sheet
7. Framing author queries

### Key learning outcomes

Gain a clearer understanding of how to approach issues such as:

- Copy-editing dialogue
- checking continuity of plot
- creating and using a family (or other relationships) tree
- framing author queries;
- creating a style sheet.

### Study time

Three to five hours.

**Course Fee**  
**£49 inc VAT**

## Editing Illustrations

by Rich Cutler

Editing Illustrations aims to enable copy-editors to understand how to process and mark up drawings for a publication.

Most editors will meet illustrations, so it is important to recognise the various types, including graphics files, and how to deal with them – including documentation and ensuring the best possible quality. To edit illustrations effectively, copy-editors also need to know how illustrations are handled during the printing process.

### Course content

1. Introduction
2. Types of illustrations
3. Computer graphics files
4. Colour
5. Placement, arrangement and sizing
6. Documentation
7. Marking up
8. Putting it all together

### Key learning outcomes

Gain a clearer understanding of:

- how illustrations are reproduced in print
- computer graphics files
- sizing and placing illustrations
- documentation for illustrations
- marking up illustrations

### Study time

Five to seven hours.

**Course Fee**  
**£90 inc VAT**

## A Commissioning Editor's Guide to Working with Authors by Brenda Stones

A Commissioning Editor's Guide to Working with Authors aims to help develop an understanding of the distinction between 'managing your authors' and 'working with them'.

It is important to know how to achieve prompt delivery of scripts not by cracking the whip, but by understanding authors' motivations and the pressures of their own day jobs. It's about learning what levers to pull, and being sensitive to individual circumstances, rather than being ruthless and demanding in achieving your own ends!

### Course content

1. Acquiring authors
2. Briefing authors
3. Maintaining communication
4. The author relationship
5. Project management
6. Post publication

### Key learning outcomes

Gain a clearer understanding of:

- authors' motivations
- successful negotiation
- better briefing
- accurate feedback
- mutual communication

### Study time

Five to seven hours.

Course Fee  
£70 inc VAT

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## When you make a booking

We will confirm that there are places available on the course(s) and date(s) you want and that we have your booking. Four to six weeks before the date of the course we will confirm that it will go ahead by sending you joining instructions and an invoice, which must be paid prior to the start of the course.

## Course discounts and funding

Visit our website to see 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. Please note that discounts are discretionary and cannot be used in conjunction with one another.

## Where are the courses held?

The majority of our open courses are held in central London, and our residential courses are held in Oxfordshire.

We are committed to improving our courses. We therefore reserve the right to make changes to content, venues and so on. We will give you as much advance notice as possible of any changes we make.

## Cancellations

We appreciate that you may have to cancel a booking. Please be sure to confirm a cancellation in writing. There are cancellation charges, details of which will be sent to you along with your booking confirmation.

# Course Schedule

## COURSE

## 2019 DATES

### Core Publishing Skills

Advanced Copy-editing	23 May / 9 Oct
Advanced Proofreading	1 May / 13 Nov
Copyright – How to Get What You Need in the Digital Age	2 Apr / 14 Nov
Diversity and Inclusion Training for Publishers	6 Mar / 2 Oct
Editorial Skills for Business	20 Mar / 30 Oct
Effective Communication: Meetings and Presentations	28 Feb / 19 Sept
Effective Team Working	21 Mar / 12 Sept
Getting to Grips with People Management In Publishing	4-5 June / 29-30 Oct
Introduction to Editorial Skills	4-5 Mar / 21-22 May / 24-25 June 30 Sept – 1 Oct / 3-4 Dec
Negotiating for a Win-Win Outcome	30 Apr / 11 Sept
Outsourcing: Working with Publishing Partners and Packagers	17-18 June / 7-8 October
Progress in Editorial Skills	26-27 Feb / 8-9 July
Rewriting and Substantive Editing	13 Feb / 15 May / 20 Nov
Working with Authors	7 Feb / 10 Oct

### Marketing

Content Strategy for the Web	16 May / 17 Sept
Copywriting for Publishers	3 Apr / 18 Sept
Introduction to Marketing	5 Feb / 5 Nov
Writing for the Web	2 May / 7 Nov

### Project Planning and Management

Digital Project Management	13 May / 19 September
Editorial Project Management	18-19 Mar / 1-2 July / 11-12 Nov
Understanding Project Management	12 Feb / 11 June / 19 Nov

### Strategy and List Building

Commissioning and List Management	23-26 Sept
Publishing Strategy Toolkit	8 May

Check [www.publishingtrainingcentre.co.uk](http://www.publishingtrainingcentre.co.uk)  
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