

# ADVANCED EDUCATIONAL PUBLISHING: INNOVATION IN PRODUCT, PROCESS AND MANAGEMENT

Oxford, February 2019

*A dynamic five-day workshop for international publishing professionals, designed to implement best practice in every stage of the educational publishing process.*

## THE CHALLENGE

**Educational Publishing** has always carried with it a unique set of intellectual, commercial and practical demands:

- The content must be of the highest quality, factually and pedagogically
- The product must be perfectly matched to both curriculum and stakeholder requirements, and practical use in the classroom by both students and teachers.
- Deadlines are typically tight, with numerous essential processes having to be incorporated into a no-fail time window.
- Project budgets are often constrained.

To these demands, we add the ever-changing conditions and technologies of the modern learning environment, such as the production of digital resources (standalone or blended learning), user-curated content, learning management systems, government-led formative and summative assessment strategies and teacher training requirements. Ensuring that all critical time, quality and budget parameters are met requires highly skilled and flexible individuals who rigorously manage the publishing workflow at every stage.

## THE WORKSHOP

**Advanced Educational Publishing: Innovation in Product, Process and Management** is an intensive five-day workshop with a simple overarching focus – how to create the very best educational resources, on time and on budget. The programme works with you progressively through the publishing process, from developing the initial product concept through to final publication. As it does so, the trainers provide you with proven strategies for meeting the fundamental concerns of publishers: Will the product be ready by the deadline? Will the quality satisfy all the key stakeholders (e.g. government ministries, teachers, pupils, parents)? Has the product been produced within the allocated costings?

**Each workshop session** concentrates upon a critical stage of the publishing process, looking at how to implement optimal process management and quality control. A key focus will be on implementing intelligent management strategies to limit the variables in standards, scheduling and costs. The trainers also provide guidance on the latest technologies available to streamline the publishing process and to enable more effective coordination across large publishing teams.

**Workshop topics include:**

- How the set-up stage can make or break a project
- Rationalising roles and responsibilities
- The relationship between team size and quality
- Designing an optimal project workflow within tight externally imposed deadlines
- The importance of investment in proper author selection and commissioning processes
- Understanding the options for editorial strategies (print and digital)
- Project-management approaches and technologies
- Technologies for improving coordination between authors, editors and designers
- Publishing risk analysis and crisis management

To address all of these concerns, and many more, the trainers bring a combined experience of c. 60 years in the publishing profession. All the sessions are highly interactive, with many opportunities to cement the theory through dynamic and relevant activities.

**KEY OBJECTIVES**

By the end of the workshop, delegates will:

- Understand more clearly the risk points in their project and organisation, and how to manage them
- Define the causes of and solutions to serious quality issues that commonly affect educational publishing projects
- Appreciate the full spectrum of stakeholder requirements and how to satisfy them
- Acquire more rigorous approaches to managing the time–cost–quality equation
- Gain a broader range of strategies and tools to develop the most efficient publishing workflow
- Have the opportunity to test theories in live-project scenarios
- Work more effectively within a wider team

**WHO SHOULD ATTEND?**

The workshop is suitable for a wide range of individuals and interests, indeed anyone whose work is connected with educational publishing, whether commercial or government funded. Organisational or individual profiles can include:

- Ministry of Education officials
- Private or government publishing staff
- Publishing managers
- Managing editors
- Commissioning editors
- Curriculum and assessment professionals (liaising with publishers)
- Teachers responsible for producing school resources
- Museum education staff
- Education reform/development organisations

## **YOUR TRAINERS**

### **John Deans**

John Deans has almost 20 years of experience in UK and international educational publishing as an 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**

Sam Derby has close to 20 years of experience in educational publishing as an editor, publisher and strategist. As Director of Partnerships at Pearson, he led the development and execution of a business strategy to win significant business in the growing Multi-Academy Trust sector of the UK Schools market. Sam has an active interest in education policy, serving as Chair of Governors at an Oxford primary school, and in the past as Chair of the Primary Maths Panel at the EPC as well as on the Board of the Global Learning Programme, a consortium led by Pearson to deliver a contract for the Department for International Development.

### **Chris McNab**

Dr Chris McNab is the author of more than 100 books in both trade and education, plus a veteran editor, proofreader and publishing project manager, with 20 years' experience in the profession. His management roles have seen him handle major UK and international educational publishing programmes and he has delivered numerous education reform publishing workshops to government and private clients in Central Asia, the Middle East and East Asia. As an independent professional, he has worked for some of the world's largest publishing organisations, including Pearson, Cambridge University Press, Macmillan and Penguin Random House.

## PROGRAMME

DAY	SESSION	SUBJECT
DAY 1 – PLANNING AND STRATEGY: CREATING A PROJECT ROADMAP	S1.1	Understanding the market: Segmenting client needs
	S1.2	Competitive product development: Strategies and stages
	S1.3	Mapping the product: Streamlining your curriculum mapping and content planning (digital and print)
	S1.4	Budget: Product costing and budget management
DAY 2 – SET-UP: PROCESS DESIGN AND TEAM MANAGEMENT	S2.1	Mapping the team: Efficiency in team roles and responsibilities
	S2.2	Process design: Developing the optimal workflow
	S2.3	Schedule management: Multi-process scheduling to meet quality and deadlines
	S2.4	Technologies: Streamlining workflow through intelligent software
DAY 3 – QUALITY CONTROL: WRITING AND REVIEWING	S3.1	<b>GUEST SPEAKER</b>
	S3.2	Author commissioning and briefing: Building the right author team and setting the quality criteria and specifications
	S3.3	Other opinions: Liaising with expert reviewers and external assessment
	S3.4	Quality issues: Tactics for avoiding or resolving key problems with quality
DAY 4 – QUALITY CONTROL: PRODUCTION STAGES	S4.1	Editorial and proofreading: Designing and managing editorial teams and processes
	S4.2	Creating the product: Directing the output from your design and typesetting teams
	S4.3	Visual content: Best practice in choosing and creating illustrations and photographs
	S4.4	Delivering the product: Print and distribution decisions
<b>EVENING NETWORKING DINNER</b>		
DAY 5 – PUBLICATION AND BEYOND	S5.1	Building resiliency: Risk management in publishing projects
	S5.2	Communications: Post-publication communication strategies
	S5.3	<b>Publishing clinic: Bookable consultations with the trainer team</b>
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