

Exclusively available to tailor for in-company courses

Effective Working with Authors

from proposal to publication (and beyond)

'I just wanted to thank you and Gill [Davies, co-tutor before Frania Hall] for the wonderful workshop yesterday. I have to say that it was probably the best training course I've ever attended in my entire career. It's so rare to have courses that are both practical and informative. Not to mention the fact that neither of you degenerated into "corporate-speak" even once. Thank you so much.'

Senior Development Editor attending an in-house course at Elsevier

This addresses questions as old as publishing: *how do we keep authors happy from contract onwards, derive the benefits of their expertise and contacts, get them to deliver what we want and on schedule, and manage their expectations?* This relationship is critical, but too often it's marred by unrealistic expectations and frustration. So what can we do about it? This highly practical and topical workshop is a great place to start.

Content typically includes:

- The publishing process as seen by the author
- Why go through a publisher when authors can self-publish?
- Getting the relationship on the right footing from the start
- Encouraging authors to deliver on schedule
- Being clear and honest about market conditions, and marketing opportunities
- Making the most of author marketing questionnaires
- Group exercises tackling challenging scenarios.

Course tutors:

Regular tutor **Rachel Maund** is joined by **Frانيا Hall**, experienced publisher, lecturer, tutor AND author of *The Business of Digital Publishing* (Taylor & Francis, 2013). Between them they have around 50 years of experience of building excellent working relationships with authors.

This course is not currently available on our 'open' training programme, but the agenda above can be tailored to cater to your precise needs.

Why not ask us about a bespoke version of this course today?

MORE DETAILS AT www.marketability.info/authors
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