

*'Very good for focusing the mind on core financial concerns'*

*Delegate from Pluto Press*

# Profitable Commissioning

*'Practical overview, a stimulating rethink of where we are and where we're going'*

*Delegate from Dundee University Press*

*'All commissioning editors should take this course ...'*

*Delegate from TSO on an in-house course*

In today's tough climate, it's no longer enough to commission quality titles. Your list may be considered a profit centre, and profitability (even in the non-profit sector) is essential to the organisation's survival. Sharpen your commercial focus and ensure that your editorial objectives are fully in line with those of the business with this one-day workshop, designed to be strategic, practical and highly motivating.

If your editorial priorities and financial targets have ever seemed at odds, this is the course that will get them back in sync.

***Includes:***

- Your list: what are the business needs?
- Analysing sales and profitability
- Strategic list-building
- Making your commissioning targets
- Meeting schedules and budgets
- Controlling profitability and releasing backlist profit
- Questions, discussion and exercises throughout.

***Course tutor:***

**Josie Dixon** is Director at Lucian Consulting. Previous roles included Publishing Director at Palgrave Macmillan, and Senior Commissioning Editor at Cambridge University Press.

***What's the day like?***

Highly practical and motivating. The workshop content is always grounded in real publishing examples, with plenty of opportunity for discussion.

***Who should attend?***

Commissioning editors, senior commissioning editors, publishers, editorial managers: anyone with responsibility for list-building and development will benefit, whether in commercial publishing or not for profit.

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