

Market Research for Educational Publishers

by Simon Sharp, Hong Kong

WHAT THE WORKSHOP IS ABOUT

Market is king, even in the world of educational publishing – a fact that is often lost in the rush of pre-press mayhem.

Understanding who your market is, and how to find out what they want is a skill set no publishing professional can afford to be without. So, when you see 'market' in the workshop title, don't immediately think that this is just for marketing people. Marketing needs to be in everybody's job description; from the one who answers the phone and the conscientious desk-bound editor, to the sales people who keep our cash flowing, and the CEO who decides where to spend it.

WORKSHOP LEADER

Simon Sharp's first introduction to the publishing industry came while he was a teacher and was invited to write a series of textbooks for Hong Kong secondary schools. His input on the strategic placement of the titles and marketing issues made a success of the series, which also led to him joining the management team of his publisher, Macmillan.

As the publishing director, he managed a multi-million dollar list and steered the company through major restructuring culminating in a successful acquisition.

Later, Simon joined the Pearson group to head-up the pioneering Educational Services department to support the English Language Teaching list, resulting in a colossal 80 percent market share for the company's primary English courses.

Today, as well as writing extensively, Simon assists publishers as a consultant and trainer, providing services in publishing programme planning and management as well as research and marketing.

COURSE OUTLINE

Topics we'll cover during this workshop include:

- Homing in on your market: *knowing whom you publish for*
- The market is your business: *giving everyone's job spec a market focus*
- Market research for different purposes: *the new product profiler*
- Market research for different purposes: *the backlist saviour*
- Market research for different purposes: *the postmortem*
- The 'who' of market research: *choosing the right person to get the right answers*
- The 'how' of market research: *research methods and methodology*
- The 'when' of market research: *synchronizing research with publishing and sales*
- The 'don'ts' of market research: *the pitfalls of misinformation*

WHO SHOULD ATTEND?

Commissioning editors, publishers, editorial managers; anyone with the responsibility of list-building and development in book publishing who want to understand and influence their clients

DATE and TIME

22 Mar 2010 (Mon), 9.30am to 5.30pm

VENUE

Imagination Room, Level 5,
National Library, 100 Victoria Street

YOUR INVESTMENT

\$280 per person
\$250 for Early Birds who register by 5 Mar 2010; or
group registration of 2 & above

Fee is nett and is in Singapore dollars.
Includes workshop materials and tea breaks

Organised by



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COURSE ADMINISTRATION

Registration Fees (please tick one)

- S\$280 per person
 S\$250 per person for early birds who register by 5 March 2010
 S\$250 per person or group registration of 2 & above

Ways to register

1. Register online by visiting www.bookcouncil.sg, or
2. Complete the form below and fax it to **(65) 6742 9466**.

Cancellation & Substitution

Fees paid are non-refundable but transferable. Requests for cancellation must be made on/before 10 March 2010, after which a cancellation charge of 50% of the full course fee is applicable.

Payment

Payment is required before the workshop commences or within 30 days of receipt of invoice, whichever is earlier. Payment to be made in Singapore Dollars, by cash, cheque or bank draft, payable to "NBDCS" and mail the payment together with your form to us. Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/mailed/submitted your online registration.

Mailing Address

National Book Development Council of Singapore,
50 Geylang East Avenue 1, Singapore 389777

Enquiries

Email : clap@bookcouncil.sg Tel : (65) 6848 8290

Registration Form

Mr/Mrs/Ms/Dr _____

Organisation: _____

Designation: _____

Address: _____

Tel: _____ Mobile: _____ Fax: _____

Email Address: _____

I am paying by cash/cheque. Bank: _____ Cheque no.: _____

I am sponsored by my company / organisation

I will need a/an Physical Invoice e-invoice (via AGD)

Please provide billing details if different from above

Contact Person: _____

Address: _____

Tel: _____ Email Address: _____