

Program

Crossing Boundaries: Expanding Your Publishing Opportunities

11 – 12 April 2007
Alexandria - Egypt

Wednesday – April 11th

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| 10:30-11:00 | Coffee Break |
| 11:00 – 11:15 | Welcome and Introductions
<i>Participants will be asked to briefly introduce themselves and their publishing house.</i> |
| 11:15 – 11:30 | World Bank Publishing Profiled
<i>Dirk Koehler will describe the publishing program at the World Bank.</i> |
| 11:30 – 11:45 | National Academies Press Profiled
<i>Ann Merchant will describe the publishing program at the National Academies</i> |
| 11:45 – 12:00 | Discussion Framework
<i>We will quickly review the agenda for the workshop and discuss participants' goals and objectives.</i> |
| 12:00 – 12:30 | Publishing in the Arab World (Guest Speaker)
<i>The speaker will present facts and data about book publishing, book trade, licensing, literacy and reading habits in the Arab countries and compare them to other parts of the world.</i> |
| 12:30 – 2:00 | What's Different?
<i>We will discuss the facts and data presented in the previous session and identify the areas where publishers in Arabic speaking countries might want to "cross boundaries" and what tools and skills are needed to make such excursions successful.</i> |
| 2:00 – 3:00 | Lunch Break |
| 3:00 – 4:00 | Demonstration of the "Espresso Book Machine" in the Library |

4:00– 5:00 **The Future is now: Frontiers in Publishing**
The last 5-10 years in publishing have been marked by rapid and significant change. Electronic publishing, online publishing, digital production, and always-on connectivity to the Web have combined to change consumer expectations and drive new products and services. We will look at how this has altered the publisher/reader relationship in dramatic ways and how the role of libraries, booksellers, and others in the distribution chain are being redefined.

5:00– 5:15 **Break**

5:15 – 6:15 **Web 2.0: Preparing for the Next Paradigm Shift in Publishing**
When the dot-com bubble burst in 2001, some predicted the demise of the Internet as we'd come to know it. Others said that this correction merely shook out the weak so that the strong could survive and thrive, proving that the Web was more important than ever. We will discuss what Web 2.0 really is and how publishers can take advantage of this next, new Big Thing.

Thursday– April 12th

9:30 – 11:00 **Introducing Marketing 101: Foundations of Marketing and Basic Concepts**
Any one with a product to sell – or even to disseminate free – should understand the basic concepts of marketing. While many people believe that marketing is equivalent to sales, they are actually two very different functions. We will discuss key principles of marketing and explore ways to apply essential strategies.

11:00 – 11:15 **Break**

11:15 – 12:30 **Innovations in Marketing: What's New, What's Hot... What Works?**
Many good books are published every year. Some are successful, but many under-perform. Employing the right marketing strategies can help make the difference. We will discuss some of the more innovative opportunities to promote new books,

consider how best to maximize backlist potential – and think creatively about how to use new tools.

- 12:30– 1:30 Defining a Niche – Pursuing a Mission
Each publisher brings something new, fresh, and different to the competitive marketplace. Coherent brands tell a “story” and help describe your mission. We will discuss the process of brand articulation and examine how branding can be a powerful marketing tool for your publishing company and your books.
- 1:30 – 2:30 Lunch
- 2:30 – 3:30 Understanding – and Reaching – Your Audience
Matching publishers with readers (and books) is a challenge in a competitive marketplace. And while new technologies have made it easier to reach readers in some circumstances, it’s also made it harder. Defining your audience, understanding their needs, and delivering books they want or need is key.
- 3:30 – 3:45 Break
- 3:45 – 5:30 International Outreach for Egyptian Publishers
The global market place is a reality for most publishers. The Web has blurred the boundaries of territorial rights and successful translation programs can facilitate the distribution of content in many languages to many people. We will discuss opportunities for Egyptian publishers to both acquire and distribute books internationally.
- 5:30– 7:00 Understanding and Overcoming Challenges – The Value of Strategic Planning – SWOT Analysis

Examples to be presented by participants.
- 7:00 – 8:00 Dinner