

# Professional, Scholarly, & Academic Books Boot Camp

**Friday, May 20, 2011, 9:00 am–5:00 pm**

**Association of American Publishers**

**71 Fifth Avenue, New York**

The Professional/Scholarly Publishing (PSP) Division of the Association of American Publishers presents a unique opportunity to learn about book publishing. If you have less than three years' experience in professional, scholarly, and academic publishing—or are considering a career change—this workshop will provide an indispensable overview of the industry.

## TOPICS INCLUDE

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|--------------------------|--------------------------|--------------------------|
| • Industry Trends        | • Marketing & Promotion  | • Digital Publishing     |
| • Acquisitions Editorial | • Sales                  | • Social Networking      |
| • Design & Production    | • Finance for Publishers | • Outlook for the Future |

At this intensive daylong seminar you'll gain perspective on the changes sweeping the scholarly and professional publishing industry. You will also get a great overview of the basics —

- >>> What is Professional and Scholarly Publishing (PSP) and how does it differ from Trade, Higher Education, and El-Hi publishing?
- >>> Where do books come from, and how do we ensure their quality? Who manages authors? What is peer review?
- >>> How does making an e-book differ from a print one? How does a manuscript become a book? How do we manage budgets, schedules, and workflow?
- >>> What goes into an effective marketing plan? How do we identify customers, what they need, and how to reach them?
- >>> What are the primary sales channels and how are they changing?
- >>> How do you read a P&L and other key financial documents? Learn how to understand the key indicators of a successful book.

## BOOT CAMP FACULTY

**Greg Britton**, Publisher, Getty Publications

**Matt Conmy**, Senior Director Global Books & Journal Sales, Springer Publishing

**Cathy Felgar**, Production Director, Academic & Professional, Cambridge University Press

**John A. Jenkins**, President and Publisher, CQ Press

**Gita Manaktala**, Editorial Director, The MIT Press

**Beth Schacht**, Director of Marketing, McGraw-Hill

**Molly Venezia**, Associate Director for Budget and Finance, Rutgers University Business School

# Professional, Scholarly, & Academic Books Boot Camp Registration Form

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**YES! I will be at the Basics Books Boot Camp on Friday, May 20, 2011, 9:00 am–5:00 pm.**

## CONTACT DETAILS

Name

Business Title

Company

Address

City

State

ZIP Code

Telephone

E-mail

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## REGISTRATION FEES

\$150.00 AAP Members

*Lunch is included in registration fee*

\$199.00 Non-Members

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## PAYMENT METHOD

Check

—Payable to *Association of American Publishers, Inc.*

Card No.

Exp. Date

Visa

Name of Cardholder

MasterCard

Signature

American Express

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## MAIL OR FAX PAYMENT TO

Association of American Publishers  
Attn: Sara Pinto  
71 Fifth Avenue, 2nd Floor  
New York, NY 10003-3004  
Fax (212) 255-7007

Learn more at <http://www.pspcentral.org/>

**Cancellation Policy:** Full refund for cancellations before April 15, 2011. **NO REFUND FOR CANCELLATIONS AFTER APRIL 15, 2011.** In the unlikely event of seminar cancellation, the AAP/PSP is not responsible for any costs, damages, or other expenses of any kind including, without limitation, transportation and/or hotel costs incurred by registrant. Speakers subject to change without notice

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