INTRODUCTION

A warm Welcome to the workshop!

About the In Company Development Programme

This 6-month programme has been created specifically for Scottish publishers. It is a personalised programme, custom-designed in collaboration with each participating company to help them identify, assess, develop and implement a self-initiated business-led project. The programme began in late August 2011 with the recruitment of 7 Scottish publishers who applied to take part.

About today's workshop

This is the third and final workshop in the series of three. It takes place towards the end of The Project. Most of the planned one-to-one sessions between participating publishers and their advisors have been completed. The process of preparing case studies is underway, reviewing the progress of each publisher against their original business objectives for participating in The Project.

The workshop takes place only a week after the end of the London Book Fair during which most of the publishers involved with The Project had a presence on the Publishing Scotland group stand. We hope opportunities will arise during the course of the workshop (informally as well as during working sessions) for discussion of impressions, trends and the apparent health of the publishing sector.

At this workshop there are 3 headline themes that will be covered by a hugely experienced and very practical group of invited speakers, and once again with a strong business focus. Firstly, Extending your digital reach will explore 4 strands of this key field in current development: using social media to engage with audiences; approaches to online marketing and enriching the content of marketing campaigns; online publishing and profitably taking content and intellectual property online; and addressing the challenge of channelling content - with insights into the genesis and experience of Canongate TV.

The second main theme invites us to ask Are we making the most of the media, and specifically the continuing relevance of print media and public relations? And how does it look from the side of the books editor who is daily / weekly faced with the output of press and PR people, and the promotional efforts of publishers and authors...on what basis do they select what to feature and what to review?

All small businesses - and none of the 7 publishers taking part in the project have yet passed the £1 million turnover mark - that are planning for growth recognize the need for investment, at some point. Building your business...but where will the money come from? is our third theme, and provides the opportunity for one of the UK’s major banks to share its thoughts on funding options.

A major session of the workshop offers the opportunity for each one of the 7 publishers taking part in The Project to make a short presentation to the workshop on What we do best - highlighting what they each think is most distinctive about what they do, and what they feel most proud of. They are also invited to share what they feel they have most gained from involvement in The Project.
The final session - a Question Time - provides the opportunity to ask questions and pick the brains of the advisors, who have played a key role in the support of publishers participating in the project.

Another 'packed' programme, but as before, sharply focused on the business of publishing with guest contributors who, collectively, have exceptional and successful practical experience in their individual areas of expertise.

We have 'capacity' attendance at this workshop which will be held in the presentation suite of Publishing Scotland’s 'new home' at Scott House, South St Andrew Street, Edinburgh.

We are delighted you can join us for this third and final workshop of The Project.

**Caroline Gorham**  
*Chair*  
Publishing Scotland

**Marion Sinclair**  
*Chief Executive*  
Publishing Scotland

**David Pirnie**  
*Programme Manager*  
In Company Development Programme
PROGRAMME

09.30
Arrival registration & informal networking

10.00

Welcome and introductions

Caroline Gorham, chair, Publishing Scotland; production director, Canongate Books
Marion Sinclair, chief executive, Publishing Scotland

Overview of the programme

David Pirnie, programme manager, the In Company Development Project

10.10

Extending your digital reach

In this session......

Presentations, with Q&A and an Open Forum discussion

10.10 - 10.25

Using social media to engage and retain your audience

Sara Hunt, Publisher, Saraband

Whether for the largest publishing groups or the smallest 'indies', the message has now become clear that marketing can no longer be confined to the trade: we must also market to our readers directly, through social media. But social networking doesn't work if the content is constantly about selling - pushy social media content turns readers off and drivers followers away. This session will look at some ideas for developing a social media strategy for a small publisher.

10.25 - 10.50

Digital - issues, themes and approaches

Maurice Smith, owner-manager, The Value Innovators (TVI)

An illustrated presentation on approaches to online marketing, viral marketing and applications including book trailers, podcast interviews, building databases of interested and potential customers; approaches to publishing on-line extracts and promotional videos; how to plan a content-led marketing campaign.
10.50 - 11.10

**Online Publishing**
Rob Nichols, Marketing and Digital Director, Constable & Robinson

While the print book market for non-fiction and reference shrunk by 8.6% in 2010, according to a Mintel report in February 2011, largely as a result of free online content, the online advertising market grew by 12.8%. The challenges of this 'substitution' present publishers with as much of an opportunity as a threat. So how can publishers profitably take their content and intellectual property online?

11.10 - 11.30.

**Canongate TV: the challenge of channelling content**
Cate Cannon: Head of Marketing and Digital content, Canongate Books

An insight into how and why the Canongate website Canongate.TV was created. This presentation will look at the aims and objectives of the site within Canongate's overall company marketing strategy, the practical realisation of the site and resource required, it’s successes and pitfalls, and where Canongate hopes to take it in the future.

11.30 - 11.45

OPEN FORUM,

11.45 - 12.00

**Break: refreshments & informal networking**

Are you making the most of the media.....?
... perspectives on press & PR and by a books editor

In this session

12.00 - 12.20

**Are you making the most of the media?**
Carlos Alba, Carlos Alba Media

This presentation will cover the continuing relevance of print media and the role of public relations. It will offer guidance on how to promote and achieve the best coverage, including writing and distributing press releases, deciding which publications, platforms and journalists to target and how to deal effectively with questions from the media.
12.20 - 12.40

**A Books Editor's perspective**

David Robinson, Books Editor, The Scotsman and Scotland on Sunday

This presentation will provide insights into the roles of books editors and reviewers. It will explore the issues and criteria they employ when selecting which authors, books and publishers to review from the substantial volume of material (or all types) which lands on a books editor's desk.

12.40 - 12.50

OPEN FORUM

12.50 - 13.10

**BUILDING YOUR BUSINESS**

.....but *where* will the money come from...?

Andrew Clark Hutchison, Relationship Director, Lloyds Bank

Publishers, in common with all small businesses that are planning for growth, recognize the need for investment at some point in the process. Whilst banks are looking to assist and are certainly lending to small businesses, with the financial crisis and the current uncertain economic environment, raising bank funding has become increasingly challenging. Owing to this, how businesses go about planning for growth has become vital and they should consider all the funding options available.

In this session.....

Andrew will provide a personal view on banks' appetite for funding small businesses, some of the hurdles involved in this processes, as well as some thoughts on how businesses should approach planning for growth.

13.10 - 13.15

OPEN FORUM

13.15 - 13.45

**Lunch** : and informal networking
13.45 - 14.45

WHAT WE DO BEST......
.......in our business....

In this session......

Each of the publishers participating in the Project has the opportunity to make a short presentation (5 minutes each) highlighting what they feel is most distinctive about what they do, and the product/s they feel most proud of.

In addition, each publisher is invited to share what they feel that have gained most from their involvement in the project, and how they think this will help the consolidation / future development / growth of their business.

Presentations, in alphabetical order:

Acair - Agnes Rennie
Floris - Katy Lockwood-Holmes
Freight - Adrian Searle
Royal Commission on Ancient and Historic Monuments in Scotland - Rebecca Bailey
Sandstone - Robert Davidson / Iain Gordon
Saraband* - Sara Hunt
Strident - Keith Charters

* Saraband, having made a presentation in the morning session, will limit its remarks to a comment on its involvement in The Project.

14.45 - 15.20

QUESTION TIME.....
...what I would like to know / have your advice on......

In this session......

During the course of the Project, each publisher has had access to an individual advisor to help talk through issues, ideas and problems, help work out ways of addressing current and future challenges and options, and to provide a sounding board for ideas.

As a whole, the team of advisors represents a significant resource of knowledge and expertise. In this final session of the workshop everyone has the opportunity to ask questions and 'pick the brains' of the advisers who will be present as a panel.

An 'open house' surgery.....so come prepared with your questions.
15.20

Closing remarks.....
..towards the end of The Project

A sharing of impressions at the end of this workshop...and as The Project moves towards its closing stage (preparation of Case Studies).

Including contributions by:

**Publishing Scotland**: Caroline Gorham and Marion Sinclair

**Funders**: Creative Scotland: Dr Gavin Wallace / Helena Ward; CPI: Martin McCall

15.30

**End of the workshop**
SPEAKER PROFILES

In order of appearance in the programme

Introduction & Overview

Caroline Gorham

Caroline Gorham began her publishing career in 1990. She joined Simon & Schuster in 1992 and became Production Director there two years later, before moving to Scotland in 1996. After a couple of years selling print for Caledonian International Book Manufacturing (formerly HarperCollins Manufacturing) Caroline moved to Canongate Books, joining the Board in 2002. Caroline is the present Chair of Publishing Scotland.

Marion Sinclair

Marion Sinclair is Chief Executive of Publishing Scotland. She has a background of 23 years in Publishing as Editorial Director of an award-winning literary press; in publishing education as Programme leader and Lecturer in the MSc in Publishing Media at Napier University; and has worked for Publishing Scotland for 8 years.

David Pirnie

David Pirnie is a strategy consultant and facilitator, engaged by Publishing Scotland to work with the Chief Executive to co-design the In Company Development Programme and to act as Programme Manager. David has worked with the literature and publishing sector in Scotland since 2009, including the Literature Forum for Scotland, Scottish PEN, the Scottish Poetry Library and Publishing Scotland. In his wider consultancy practice - covering the culture sector as well as central UK government departments and their agencies - he specialises in strategic, organisation and performance reviews, option appraisal, planning and implementing transition and change. He is currently part of a team completing an economic impact study of the arts and creative in Scotland.

Extending your digital reach

Sara Hunt

Sara Hunt is the founder and publisher of Saraband, a publishing company with extensive international experience in book publishing (19 years established; Glasgow-based since 2000) and a growing portfolio of innovative digital projects. She worked in publishing in London and New York before founding Saraband. She has commissioned, created and produced high-quality projects in the arts, history and environment, published in partnership with companies around the world, and has recently started to publish fiction, memoir and self-help. Digital projects span the full range of formats, including the recent Burns Night app which went 'viral.' Saraband was also early to embrace social media and other online marketing and audience engagement, having moved early into Twitter, as well as making extensive use of trailer videos and podcasts since 2008.
Maurice Smith

Maurice Smith is owner-manager of The Value Innovators (TVI), which was created in 1999 to help young technology-based companies as they raised funds for growth. TVI has evolved into a media content business, providing text, audio and video content, mainly for the web but also for events and other channels. Maurice spent 10 years as a journalist with Scottish & Universal Newspapers and the Glasgow Herald, and a further 10 years as BBC Scotland’s Business Editor. He was twice named as Scottish Business Journalist of the Year.

Maurice worked regularly for BBC network business programmes on BBC1, BBC2 and BBC World Service TV. He travelled on more than 30 foreign assignments for the BBC in the USA, European Union, Japan and the former Soviet Union. He is the author of two Books covering the Scottish press and national identity, and the family business sector. He is a regular contributor to events, online channels and print publications. His clients at TVI include organisations from the public and private sectors, including the technology, financial services, food and digital media industries, and leading charities.

Rob Nichols

Rob Nichols is the Marketing and Digital Director at Constable & Robinson Ltd, where he is responsible for their ebook and digital publishing strategy. Rob has over twenty years experience in the UK book market, having previously worked in senior roles at Random House, Bertlesmann Online, WH Smith and Waterstone’s, gaining insight and understanding of the challenges faced by both the bookselling and publishing trades in this rapidly evolving market.

Cate Cannon

Cate Cannon is Head of Marketing and Digital Content, at Canongate Books. She joined Canongate as Digital Content Developer in February 2011, with a brief to further expand Canongate’s digital marketing and develop Canongate.tv as a ground-breaking, content driven platform. With a background in marketing - Cate was previously Head of Marketing at Headline and Marketing Executive at Bloomsbury – she then took over as Head of Marketing and Digital Content in November 2011, where she is responsible for overseeing all marketing strategy, campaigns and content creation at Canongate.

Are you making the most of the media...press and public relations?

Carlos Alba

Following a 20 year career in journalism Carlos Alba now runs a public relations consultancy, providing communications advice and training to companies and organisations. He spent 10 years at the Sunday Times, including four as Scotland Editor, and has been Scottish political editor at the Daily Record and education correspondent at the Herald. He is the winner of five national journalism awards. His debut novel, Kane’s Ladder was published by Polygon in 2008 followed by The Songs of Manolo Escobar in 2011.

Carlos Alba Media works with clients across a range of industries including those in the Financial and legal sectors, in renewable energy, retail, advertising, creative design, tourism and hospitality, helping them to engage effectively with the media and to manage how they respond to media interest.
David Robinson

David Robinson has been the books editor of *The Scotsman* for 11 years and of *Scotland on Sunday* since November 2011. He is now the longest-serving journalist on *The Scotsman*, which he joined in 1986 and on which he has also worked as deputy arts editor and Weekend Scotsman editor. His (so far) only book, *In Cold Ink*, a collection of essays and interview with writers, was published in 2008.

**Building your business...but where will the money come from..?**

Andrew Clark Hutchison

Andrew Clark Hutchison is a Relationship Director at Lloyds Corporate Banking. He has over 20 years experience in banking having worked in Scotland and London for a number of financial institutions covering senior roles in Relationship Banking, Business Development and Acquisition Finance. Andrew is a Fellow of the Chartered Institute of Banker in Scotland, a fully accredited Mentor (Scottish Chamber of Commerce & British Bankers Association) and a member of the Institute of Directors.
In Company Development Programme

PARTICIPATING PUBLISHERS

In alphabetical order.

Acair

Established 1977, Acair publishes a variety of texts and is the principal publisher of Gaelic texts for children in Scotland. Established in 1978 the company has up to 1,000 titles to its credit. We have strong links with English publishers, joining them in co-editions, sometimes publishing up to 15 such titles in a year. We work closely with children's Gaelic authors and translators to also produce original Gaelic texts for children and with the National Gaelic Curriculum Service to produce material for use in Gaelic medium education.

Our Gaelic publications include texts by renowned Gaelic poets such as Sorley MacLean, Donald MacAulay, Derek Thomson, Angus Peter Campbell and Christopher Whyte, often accompanied by parallel English translations, as well as photographic journals of island historical texts both past and present. Acair books have won literature prizes over the years at the Royal National Mod as well as accolades for design and presentation.

Floris Books

Established in 1977, at Floris Books we see the world a little differently. Our adult non fiction books cover all aspects of holistic and alternative living, including holistic health, organics and the environment, holistic education, mind body spirit, child health and development, self help, religion and spirituality, and community living.

We’re also the largest children’s book publisher in Scotland, producing international picture books, story books and children’s fiction. Our Kelpies and Picture Kelpies ranges of Scottish novels and Scottish Picture books include works by both classic children’s novelists and contemporary authors and illustrators. The annual Kelpies Prize was set up to encourage and reward new Scottish writing for children. Winners include *Hox* by Annemarie Allan and *Magnus Fin* and the *Ocean Quest* by Janis Mackay. Kelpies Prize runner-up *First Aid for Fairies and Other Fabled Beasts* by Lari Don won a Royal Mail Scottish Children's Book Award 2009.

Freight Books

Established in 2001, Freight is one of Scotland's leading communications consultancies and has always had a strong involvement in publishing. Freight edits and publishes Gutter, Scotland's leading magazine of new writing which won the Chairman's Award at the Scottish Design Awards in 2010. It also designed and typesets the Scottish Review of Books, recently nominated for a number of design awards, and has worked with a number of publishers, including Hachette and Tindal Street, on design and typesetting projects.

Freight has been involved in ad hoc publishing since its formation, mostly through anthologies of new writing and, most recently, the graphic novel *Dougie’s War*, which has also been nominated for a number of awards. In September 2011 it launched Freight Books, a new fiction imprint focused on work from established, debut and neglected writers born or living in Scotland. Its launch title is *Killing the Messenger*, a political conspiracy thriller by former Saltire First Book winner Christopher Wallace. Freight Books has a number of other projects in the pipeline and plans to publish around five or six books a year.
Royal Commission on the Ancient and Historical Monuments of Scotland

Established in 1908, RCAHMS publications deliver wonderfully illustrated and immaculately researched title to anyone with an interest in Scotland’s history and built heritage. One of Scotland’s national collections, RCAHMS records, interprets and maintains information on the architectural, industrial, archaeological and maritime heritage of Scotland. This is an ongoing task as perceptions of the historic environment change, knowledge and research develops, and as landscapes and townscapes are built, demolished and radically altered.

The work is as essential today as when RCAHMS was founded in 1908. The accumulated results of 100 years of surveying, recording and collecting provide a fascinating picture of the human influence on the landscape of Scotland from earliest times to the present day. This information, which includes 15 million items of archive including photographs, maps, drawings and documents, is made widely available to the public in exhibitions, via the web or browsed ion person at RCAHMS' premises in Edinburgh.

SCRAN, an online archive providing educational access to digital materials representing Scotland's culture and history, is now part of RCAHMS. The website (www.scran.ac.uk) contains 360,000 images, movies and sound clips from museums, galleries, archives and the media. In March 2010, it supported 25.5 million hits concentrated on weekdays in the month.

Sandstone Press Ltd

Established 2002, Sandstone Press is a publisher of fiction and non-fiction books. Based in Highland Scotland, the company is characterised by high editorial and design standards, internationalism and strong engagement with the contemporary world using modern methods. Sandstone Press also publishes ebooks in both kindle and epub format.

Sandstone Press books have been short listed for many literary awards including: The Testament of Jessie Lamb by Jane Rogers which was long listed for this year’s Man Booker Prize; Shadow Behind the Sun for both the Saltire Society and SAC/Royal Mail Scottish First Book prize, and Cairngorm John for Boardman Tasker Mountaineering Literature Award. The company has also developed a new kind of fiction reader for advanced learners of Gaelic and works closely with the Gaelic Books Council. The company’s list includes humour, crime, family, drama, outdoor, literary, travel books and both fiction and non-fiction in translation. The website www.sandstonepress.com features reviews of books, a Home Page twitter feed, and regularly edited news.

Saraband

Established 2000, Saraband publishes mostly illustrated non-fiction titles on the environment, the arts, architecture and history. We have earned a reputation for producing well-written books to exacting editorial and design standards. Many of our titles, from art to ancient Egypt, have been co-published worldwide, but some have looked closer to home, like The Garden Cottage Diaries, the ‘riveting story of a rather extraordinary journey’ by an eco-minded woman who recreated the life of a Scottish ancestor, and A Handbook of Scotland’s Trees, published in association with the environmental charity Reforesting Scotland.
Saraband has also recently ventured into fiction, publishing the debut *Making Shore*, by Sara Allerton, which won the 2011 the People's Book Prize for fiction and is shortlisted for the Mountbatten Maritime Award.

Saraband has an active digital presence: we have a number of apps available in addition to ebooks, and our current work in progress includes some innovative digital projects. Our website, blog and social media streams form an integral part of our activities.

**Strident Publishing**

Established 2005, Strident Publishing specialises in fiction. Our books are bold, modern and cry out to be read...and discussed. We publish for the 7+, 9+, teen, young adult and adult crossover markets and work extremely hard at marketing our titles. Our first title – D A Nelson’s *Darkisle*) won the ages 8-11 category of the 2008 Royal Mail Awards for Scottish Children’s Books and has been licensed around the world. Linda Strachan’s teen novel *Spider* won the 2010 Catalyst Award, and Gillian Philip’s Rebel Angels series (of which *Firebrand* and *Bloodstone* are books 1 & 2) has been sold to Tor in the US in a major deal, as well as to several other territories.

These books characterise our approach: we seek out high quality, accessible fiction that has strong commercial potential, always with an eye to the international market but conscious of our domestic territory too. We are not constrained by a particular world view and are willing to embrace the controversial, as our recent publication of Janne Teller’s *Nothing* attests.

Our list includes titles by award-winning, shortlisted and bestselling authors including Gillian Philip (*Firebrand, Bloodstone and Bad Faith*) Linda Strachan (*Spider and Dead Boy Talking*), Catherine MacPhail (*Granny Nothing*), DA Nelson (*Darkisle*), Keith Charters (*Lee and the Consul Mutants*), Paul Biegel (*The King of the Copper Mountains,*) and Emma Barnes (*Jessica Haggerthwaite: Witch Dispatcher* and *How (Not) To Make Bad Children Good*) and Janne Teller (*Nothing*)
EXPERT ADVISORS

The role of expert advisors in the In Company Programme

During the programme of Workshop 3, a group of advisers will take part in the Question Time session - as well as contributing personally to discussion of topics on the programme, throughout the day.

The role of expert adviser, working closely with 'their' publisher, is of critical importance to the success of the In Company Development Programme.

Following a detailed discussion on their interests, aspirations and capacities, each publisher is 'matched-up' with a potential expert advisor.

Following an exchange of information, an initial 'conversation' takes place between the publisher and the (provisionally) identified advisor to explore issues, aspirations and needs and how comfortable they think they might be about working together. If this conversation satisfies both parties, they proceed to plan their work together - along the lines described in the background document on the In Company Programme (provided in the Delegate Pack for this workshop). The areas of input by an expert adviser are summarised in that document and essentially will be made in Stages 1, 2 and 3.

Each adviser is (initially) allocated up to 4 days contact with their allocated firm; the two parties agree how they will work together and this will influence how the time is actually used, and over what period. The interaction may be front or end-loaded, or distributed over the full period of the Programme. The key point is that what is planned and delivered will be designed and targeted to meet identified and emerging needs; it will not be driven by an arbitrary or externally imposed schedule; the only limiting factor is that the expert input will end when the Programme itself ends in February 2012.

The goals of each assignment involving a publisher and their expert adviser(s) will be agreed at an early stage; progress will be monitored by both parties and independently by the Programme Manager and Chief Executive over the lifetime of each assignment. A case study will be prepared on each of the assignments by the Programme Manager, based on feedback and periodic discussions with the publishers and their expert advisers while work is in progress, and at intermediate and final points in the 6-month Programme, when a collaborative assessment of what has been achieved (against plan and objectives) will be carried out.

The expert advisors listed provide a pool and not every advisor is attached to an individual publisher. By agreement between a publisher and their attached expert adviser, additional resource can be drawn down from the pool to provide support. Unallocated resource is also available to bring in additional short term and highly specialised support from beyond the scope of the pool where this is felt necessary.
The Advisors

William Anderson

Worked for John Smith & Son for 38 years, after joining from the Royal Bank of Scotland Ltd as a shop floor assistant in 1973. He was appointed to the Board of the Company in 1979 and became Managing Director in 1994, when the turnover was just under £11m and the Company was then comprised of 12 shops in Scotland and a library supply section. By 1997, the turnover had grown to +£18m, with 14 shops in Scotland and an enlarged library supply section. He led the Management buy-out of the Company in 2000, when he was appointed Chairman. He was instrumental in negotiating the sale of the Company’s shares to Coutts Information Services in November 2001, when he reverted to being Managing Director. He became Deputy Chairman in June 2003 until he retired in March 2011, with the Company having 33 shops and a turnover of nearly £35m.

Outside of John Smith’s, Willie played a prominent role in trade affairs. From 1995 to 1997 he was President of the Booksellers Association of GB and Ireland, when the Net Book Agreement (the NBA was the voluntarily agreement that ensured books were not discounted) was abandoned. He was a Director of the Booksellers Association until February 2011 as well as being Chairman of National Book Tokens Ltd., where he was instrumental in introducing the new Plastic Gift Card. He retired from NBT in February 2011. He is, since 1998, a non-Executive Director of the Edinburgh University Press. He was founding member of the Advisory Board of the Centre for Publishing Studies at the University of Stirling. From 1989 to 1994 he sat on the Management Committee of the Booker Prize, has been a judge both for the Whitbread Literary Prize and the Macallan Short Story Competition and was a member of the Literature Panel of the Scottish Arts. □ Willie is the In- company Development Programme adviser to Strident.

Will Atkinson

Will Atkinson has worked at Faber since 1994 in a number of positions and is now sales and marketing director. Previously he worked at Waterstones in a number of management roles. Now closely identified with the independent sector, having led the sales side of the Independent Alliance since 2005 and as chair of the IPG in 2008 and 2009. Will won the industry achievement award in 2008 and won another Book industry award in 2004 for sales person of the year. In recent years Faber has expanded its services to independent publishers through the establishing of Faber Factory, a digital service and Factory Plus, a physical sales service. Will served on the board of the Edinburgh Book Festival from 2000 to 2005. □ Will is an In- company Development Programme adviser to Saraband.

Donald Boyd

Donald trained with a Big 4 Accountancy Firm specialising in large company audits. He qualified as a CA in 1998 and continued his career with KPMG within Transaction Services. Donald joined Campbell Dallas in January 2002 following a spell in industry as Financial Controller of GE Aircraft Engines in Prestwick. Here he gained valuable commercial experience in an operational finance role. He now puts this practical industry experience to the benefit of his clients primarily in the owner managed sector. He is very much a ‘hands on’ accountant advising businesses on strategy and the fact that it is just not about a set of accounts and a tax bill at the end of the year.
Donald is the head of the Media Sector at Campbell Dallas where eventually he has been able to combine a personal passion with his work. As he qualified in 1998, Donald witnessed first hand the first dot-com bubble and puts much of this experience to his Media clients today. Donald has advised many businesses in this sector in the last year including video games, magazine publishers, digital media companies, various agencies, creative arts and animation. Donald was awarded the “Young Accountant of the Year” title at the Scottish Accountancy Awards 2011. Donald is an In- company Development Programme adviser to Saraband.

Peter Collingridge

Peter Collingridge is a publishing entrepreneur whose work at the maverick edge of publishing began at independent publisher Canongate Books in 1997. He spearheaded the firm’s move into digital in 1998 by setting up and running their community website, described by the Guardian as, ‘like a cool club stocked with well-read friends rather than a lazy corporate exercise’, and pioneered the creation of digital marketing techniques for books. In 2005, Peter set up Apt Studio, a strategic design and marketing consultancy that advises publishers on digital technology and strategy, and which has been described as ‘the future of book marketing’ and ‘behind the best booky stuff on the web.’ Apt has produced over 25 digital projects for some of the biggest names in publishing, media, the arts and business. In 2008 Peter co-founded Enhanced Editions to drive innovation in publishing and to help shape the future of the book. Peter is the In- company Development Programme adviser to Floris Books

Ron Grosset


In 1988 Ron was the founding publisher of Geddes and Grosset, specializing in reference and children’s books, books as premiums, custom publishing for export and domestic markets, (including Time Life, Netherlands, Penguin UK, Random House USA, Reader’s Digest USA and Canada). Ron created Waverley Books in 2007 to be a publisher of a wide range of books of Scottish and international interest, such as the acclaimed Graphic Novels - ‘Kidnapped’ and ‘Dr Jekyll & Mr Hyde’ – and was the creator and publisher of Scotland’s fastest ever selling, award winning book ‘Maw Broon’s Cookbook’.

Ron has acted in a consultancy capacity for Pearson (UK) / Penguin Books, and RR Donnelly (USA) In relation to their assessment of EU and Eastern Europe manufacturing facilities, their Chinese JV, regarding product prospects and markets and is a consultant to paper mills and print groups in Europe and Asia, as a paper designer and as a production buyer, and sources pre-press, book and magazine work in volume, using conventional and digital printing processes in various countries around the world. Ron has worked extensively with The Scottish Braille Press. The novel ‘Mavis’s Shoe’ published by Waverley Books 2011 was the first
A specialist in vendor development, Ron advises on economic product design for print media; materials development, procurement and production buying and lectures on these and related subjects in the UK and overseas. Ron chairs the Training Committee of Publishing Scotland and is a Trustee of the Edinburgh Enesco City of Literature organization and a Specialist Advisor to the Scottish Arts Council, now Creative Scotland, and is a full Board member of Publishing Scotland. Ron has represented The British Council, EUCL and Publishing Scotland in India. Ron is the In- company Development Programme adviser to Sandstone Books.

Martin McCall

Martin is Head of Digital Content at CPI Books. He has been working in the print and publishing industry for the past 14 years, both within the UK and abroad, and has been with CPI Books for the past 6 years. During that time, the company has developed services that go beyond printing to ensure that publishers can leverage as much value as they can from their books. These services include DAD, GPS and E-books. Martin is a Prince 2 qualified Project Manager and has recently been promoted to Head of Digital Services for the UK. He is a key member of the Group's Project Management team, helping to develop and tailor CPI’s digital offering for each country it operates in: France, Germany, Holland, Spain and Czech Republic.

James McCall

James has worked as a production controller, editor and publishing director for a variety of international companies including Methuen, Longman, Blackie and Macmillan. He now specialises in educational publishing policy in Europe and the third world. His particular interest is in textbook evaluation and the construction of National Book Policies. He has taught and lectured in international publishing in various universities in the UK, Africa and the Far East, including writing and delivering postgraduate degree programmes. He was formerly Deputy Director of the Centre for Publishing Studies at the University of Stirling and is currently Principal Consultant in International Publishing at Edinburgh Napier University.

He has presented courses on effective textbook publishing for publishers and Ministries of Education in the Netherlands, Estonia, Finland, Montenegro and Slovenia. James McCall has worked as an international consultant in over thirty countries on donor funded publishing projects and been adviser to various Ministries of Education in Africa, Central and Eastern Europe, the former Soviet Union and South East Asia, as well as to public sector organizations including the NHS and English Heritage. He is also Secretary of the International Association for Research on Textbooks and Educational Media (IARTEM) and a member of the panel of judges for the Best European Schoolbook Awards. Jim is the In- company Development Programme adviser to The Royal Commission on Ancient and Historical Monuments in Scotland.

Mike Miller

Mike qualified as a Chartered Accountant in 1968 and joined Blackie and Son Ltd as Accountant and Company Secretary in 1973 after a spell in Industry. He was appointed Finance Director in 1975 and Managing Director in 1978, responsible for the development of the company in all its publishing areas: Academic and Professional, Educational and Children’s. In 1984 he became Chairman and Managing Director and in 1992 negotiated and successfully sold the three divisions of the company to Penguin and International Thomson.
In 1992 Mike invested in and joined as Managing Director, Geddes and Grosset Ltd, a newish publishing company publishing Popular Reference Books, Children's Books and Books as Premiums or Incentives. His main responsibilities were for Finance, List Creation and Sales with particular interest in Export Sales. In 1998 Geddes and Grosset was bought by DC Thomson Ltd.

Mike's experience outside Blackie and Geddes and Grosset includes □ Involved in the set up of 2 children’s publishers - Campbell Books, now owned by MacMillan and Treehouse Children's Books, still trading successfully □ Non executive director and chairman of Book Promotions Pty Ltd a marketing, sales and distribution company for several British and American publishers in Southern Africa 1985--2000 □ Founding non executive director of Book Marketing Ltd 1989--1992 □ Chairman of Book Trust Scotland for 3 years □ Chairman of Scottish Publishers Association for 6 years and Board Member of Publishing Scotland - overall, involved for 18 years □ Non executive Director and Chairman of Booksource - involved for 15 years □ Member of the Board of the Book Development Council of the Publishers Association - focused on overseas matters - between 1989--1992 □ Trustee of Floris Book Trust - a non executive director of Floris Books for 10 years. □ Non executive director of Whittles Publishing Ltd. In the field of training Mike has: □ Delivered regular one day courses to students following Media Modules on “An Introduction to Book Publishing” □ Delivered courses for IBD, The Soros Foundation, The British Government Knowhow Fund and the World Bank in Slovakia, Hungary, Ukraine, Romania and Vietnam on various subjects connected with the relationship of Finance and the role of editors.

Martin Redfern

Martin Redfern is a publishing specialist with extensive experience in the publishing industry gained, in particular, in the provision of legal, business and educational information. He has worked in small, medium sized and multinational operations, and has hands on experience of both business start-ups and acquisitions. Martin has held a variety of senior positions including Marketing Director of Prentice Hall Europe and Editorial & Production Director of Sweet & Maxwell, as well as co-owning Chancery Law Publishing. In Scotland, he has acted as Managing Director of W Green and Publishing Director at Leckie & Leckie. Martin is now a consultant providing advice and guidance to publishing clients. He specialises in areas such as strategic planning, marketing, new product development, and editorial and production processes. Additionally, Martin has wide ranging experience of training and teaching publishing skills and has regularly taught on post graduate publishing courses at University of Stirling and University College, London. He is a member of the Advisory Board of The Centre for Publishing Studies at the University of Stirling. □ Martin is the In-company Development Programme adviser to Freight Books.

Jenny Todd

Jenny Todd is Sales and Marketing Director of Canongate Books. She joined Canongate Books as Sales and Marketing Director in 2004 from Penguin UK, where she was Marketing Director. Prior to that Jenny held marketing positions at Macmillan and in retail. Responsible for the company’s UK and Export sales, marketing and publicity teams, Jenny has overseen a period of growth and change. For the last two years, Jenny has been collaborating with a range of film-makers and animators, including RSA Films London and Tandem Studios, to explore new ways of taking books to market. www.canongate.tv launched earlier this year. Jenny is also a regular speaker at publishing and creative industry events and was a member of this year’s BA Conference Steering Committee. □ Jenny is the In-company Development Programme adviser to Acair.
Philip Walters

Worked for Hodder Education for 33 years, after joining as the Graduate Trainee in 1976. After working in the production and desk editorial departments of the educational business, he was appointed as Commissioning Editor for Africa and the Caribbean in 1980. He was appointed Editorial Director for International, ELT and Academic publishing in 1985. He then became Sales and Marketing Director of Edward Arnold after its acquisition by Hodder in 1987. In 1993 he was appointed Managing Director of Hodder and Stoughton Educational Southern Africa, and worked in Johannesburg until 1996. He then returned to the UK to become Deputy Managing Director and was appointed MD of the whole division in 1997.

At that point the turnover of the division was around £12m. When he retired as CEO of Hodder Education in 2009, it was £46m. The business was made up of school, college, HE, and Consumer Education publishing. During his time as MD/CEO, Hodder Education moved from being the seventh to the second largest secondary school publisher in the UK, and to being one of the UK’s largest self-help publishers (Teach Yourself and Michel Thomas). He oversaw the acquisitions of Robert Gibson, John Murray and Philip Allan, as well as the sale of the journal business for a record multiple. He was awarded an MBE for services to educational publishing in 2010.

Since retiring from Hodder Education, Philip has been appointed to a number of non-executive positions including Chair of Rising Stars Ltd, Director of CABI, Encyclopaedia Britannica (EMEA), Nelson Croom, and Book Source, and Trustee of Yale University Press (London). He has also undertaken significant strategic work for the Library of Wales/Welsh Books Council, the publication department of the Quakers, and Guinness World Records. He was a Director of the Publishers’ Licensing Society, and is a board member of the Educational Publishers Council. He is Co-Leader of the Commissioning and List Management Course for the Publishing Training Centre. He is Chair of the charity, Book Aid International, and an Associate of the Institute of Ideas.
CONTRIBUTING COMPANIES

Supporting the workshop and programme 'in kind' through the involvement of senior staff members as guest speakers and in two instances (Creative Scotland and CPI) providing financial sponsorship for the In Company Development Programme.

In alphabetical order.

- Canongate Books Ltd - knowledge and senior people
- Campbell Dallas - knowledge and senior people
- CPI - finance and senior people
- Creative Scotland - finance and senior people
- Enhanced Editions - knowledge and senior people
- Faber - knowledge and senior people
- Nielsen - knowledge, data and senior people
- Publishing Scotland - finance, senior people and logistics
- Waverley Books - knowledge and senior people
### DELEGATES

#### PUBLISHERS
*In alphabetical order*

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Acair</td>
<td>Agnes Rennie</td>
<td>Manager</td>
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<tr>
<td></td>
<td>Donalda Riddell</td>
<td>Administrator</td>
</tr>
<tr>
<td></td>
<td>Donna Mairi MacIver</td>
<td>Publishing Assistant</td>
</tr>
<tr>
<td>Floris Books</td>
<td>Katy Lockwood-Holmes</td>
<td>Publisher</td>
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<tr>
<td></td>
<td>Chani McBain</td>
<td>Sales &amp; Marketing Manager</td>
</tr>
<tr>
<td></td>
<td>Helena Waldron</td>
<td>Production Manager</td>
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<tr>
<td>Freight Books</td>
<td>Adrian Searle</td>
<td>Managing Director</td>
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<tr>
<td>Royal Commission on the Ancient and</td>
<td>Rebecca Bailey</td>
<td>Head of Education &amp; Outreach</td>
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<tr>
<td>Historical Monuments of Scotland</td>
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<td>Sandstone Press Ltd</td>
<td>Robert Davidson</td>
<td>Managing Director</td>
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<tr>
<td></td>
<td>Iain Gordon</td>
<td>Director</td>
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<tr>
<td>Saraband</td>
<td>Sara Hunt</td>
<td>Publisher and Managing Director</td>
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<td>Craig Hillsley</td>
<td>Editor</td>
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<td>Strident Publishing</td>
<td>Keith Charters</td>
<td>Managing Director</td>
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#### SPEAKERS
*In order of presentation*

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<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Caroline Gorham</td>
<td>Chair</td>
<td>Publishing Scotland</td>
</tr>
<tr>
<td>Marion Sinclair</td>
<td>Chief Executive</td>
<td>Publishing Scotland</td>
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<tr>
<td>David Pirnie</td>
<td>Programme Manager</td>
<td>The Project</td>
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<tr>
<td>Sara Hunt</td>
<td>Publisher</td>
<td>Saraband</td>
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<tr>
<td>Maurice Smith</td>
<td>Owner manager</td>
<td>The Value Innovators (TVI)</td>
</tr>
<tr>
<td>Rob Nichols</td>
<td>Marketing &amp; Digital Director</td>
<td>Constable &amp; Robinson Ltd</td>
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<tr>
<td>Cate Cannon</td>
<td>Head of Marketing &amp; Digital</td>
<td>Canongate Books</td>
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<tr>
<td>Carlos Alba</td>
<td>Director</td>
<td>Carlos Alba Media</td>
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<tr>
<td>David Robinson</td>
<td>Books Editor</td>
<td>The Scotsman</td>
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<tr>
<td>Andrew Clark-Hutchison</td>
<td>Relationship Director</td>
<td>Lloyds Bank</td>
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#### ADVISERS (Attending)
*In alphabetical order*

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>William Anderson</td>
<td>Publishing Consultant</td>
<td>Crossburn Consultancy</td>
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<td>Ron Grosset</td>
<td>Managing Director</td>
<td>Waverley Books</td>
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<tr>
<td>James McCall</td>
<td>Publishing Consultant</td>
<td>Napier University</td>
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<tr>
<td>Martin McCall</td>
<td>Head of Digital Content</td>
<td>CPI</td>
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<tr>
<td>Mike Miller</td>
<td>Non-executive director</td>
<td>Booksource</td>
</tr>
<tr>
<td>Martin Redfern</td>
<td>Publishing Consultant</td>
<td>Canongate Books</td>
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<tr>
<td>Jenny Todd</td>
<td>Sales &amp; Marketing Director</td>
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### INVITED GUESTS

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Dr Gavin Wallace</td>
<td>Portfolio Manager, Literature, Publishing and Language</td>
<td>Creative Scotland</td>
</tr>
<tr>
<td>Helena Ward</td>
<td>Portfolio Manager, Creative Industries and Skills</td>
<td>Creative Scotland</td>
</tr>
<tr>
<td>Aly Barr</td>
<td>Development Officer</td>
<td>Creative Scotland</td>
</tr>
<tr>
<td>Professor Claire Squires</td>
<td>Director</td>
<td>Stirling Centre for International Publishing &amp; Communication</td>
</tr>
<tr>
<td>Frances Sessford</td>
<td>Lecturer</td>
<td>Stirling Centre for International Publishing &amp; Communication</td>
</tr>
<tr>
<td>Alasdair Smith</td>
<td>Scotland Director</td>
<td>Skillset</td>
</tr>
<tr>
<td>Suzanne Kavanagh</td>
<td>Partnership Manager</td>
<td>Skillset</td>
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Ends