

The Publisher

An insider's guide to tricks of the trade

A programme by Robertson Shine Australia © 2004

THIS UNIQUE PROGRAMME WILL HELP SUCCESSFUL EDITORS, ADVERTISING MANAGERS AND MARKETING PROFESSIONALS TO MAKE THE "STEP UP" TO THEIR FIRST PUBLISHING ROLE.

Overview

All delegates bring an amount of knowledge to the course, based on their experience. The objective of the course is to supplement that knowledge with understanding of the key business skills required to be a successful publisher and leader. The course is equally popular with experienced publishers as a "refresher" and a chance to update skills.

Content

- Understanding your market
- The power of brands & the nature of competition
- Customer behaviour and "the new loyalty"
- The financial fundamentals of publishing
- Marketing & distribution management
- How to make every issue "special"
- Planning for new launches
- The 10 secrets of successful publishers!

Outcomes

Delegates will leave the course with the tools to construct their own business strategy plan for the year ahead, with a clear understanding of marketing principles, financial management, growth opportunities and potential threats.



Style

This programme is run in workshop style, equipping the candidates with the tools to apply to their own businesses at the completion of the course. Throughout, the content draws both on detailed case studies from the magazine industry and also from the wider world of fmcg marketing and brand management.

Duration

"Being a Publisher" is a comprehensive workshop of approximately 6 hours.

About the Presenter

Alun Probert is an award-winning magazine marketer with more than 20 years experience spanning magazine research & development, strategic planning, marketing and new launches. Alun is the Managing Consultant of international publishing consultancy, Robertson Shine, with offices in Australia and the UK.

robertson·shine

For bookings or further information please phone **(+61) 0433 144 333** or email us at: bookings@robertsonshine.com