

DESIGN AND PRODUCTION COURSES

UNDERSTANDING MAGAZINE DESIGN

People often look at a magazine and think 'that looks good' but don't know why or how it was done. Delegates will take away ideas and practical tips enabling them to work with designers with more confidence.

SUITABLE FOR:

All those who work with designers or are involved in the design process including publishers, editors, production, subbing staff and picture researchers.

COURSE CONTENT:

- > identifying the personality of a magazine
- > the myths and truths of effective cover design
- > working effectively with designers
- > understanding the visual identity of a magazine through use of type, colour and imagery
- > the importance of pace, structure and visual planning
- > best practice – templates and style guides

Includes a design surgery where delegates can take their publications for design advice.

DATES:	5 MAY, 10 NOVEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	INGRID SHIELDS
MEMBER PRICE:	£405 + VAT
NON-MEMBER PRICE:	£450 + VAT

COMPELLING COVERS

Delegates will achieve a better understanding of cover design and psychology including coverline writing, how to choose images and cover planning. They will leave the course with plenty of new ideas to give their covers real reader appeal.

SUITABLE FOR:

Editors, deputy editors, art editors, designers, publishers and marketing managers – in fact, any member of magazine staff concerned with improving their covers.

COURSE CONTENT:

- > identifying magazine personalities
- > how covers communicate with readers
- > the myth of cover rules
- > building brand values into covers
- > the importance of coverlines that grab
- > colours, typefaces, page furniture
- > workshop session – analysis of covers and constructing a magazine's cover code, developing critical skills
- > best practice tips on cover-planning process

DATES:	29 MAY, 9 JULY, 26 OCTOBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	INGRID SHIELDS
MEMBER PRICE:	£405 + VAT
NON-MEMBER PRICE:	£450 + VAT

DESIGN FOR NON-DESIGNERS

This session will explain how the principles of good design can improve a publication. It will give guidance on layout and page structure and on how a visual identity can be created to guide readers through a title's pages.

SUITABLE FOR:

All who design but who have had no formal design training including subs or picture researchers and self-taught designers.

COURSE CONTENT:

- > how design creates a visual identity for a publication
- > good examples of redesigns – before and after
- > creating effective covers
- > how to create an effective reading system
- > tips on using pictures within the page format
- > making the most of page elements
- > best practice – templates and style guides
- > how to work effectively within the team

Includes a design surgery where delegates can take their own publications for design advice.

DATES:	15 JUNE, 27 AUGUST, 11 DECEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	INGRID SHIELDS
MEMBER PRICE:	£405 + VAT
NON-MEMBER PRICE:	£450 + VAT

MAGAZINE AND BROCHURE PRODUCTION

The course outlines the different production processes and will help participants obtain the production quality needed for their title. It will also help delegates to improve communication with suppliers and achieve better pricing and cost control.

SUITABLE FOR:

Those working in sales, editorial, circulation or publishing, also for junior production staff.

COURSE CONTENT:

- > workflow – how the many different processes and departments fit together
- > pre-press and colour separation
- > print processes – which is the right one for the project?
- > finishing options and despatch
- > managing a flatplan
- > improving specifications to suppliers
- > options for reducing production costs

DATES:	9 MARCH
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	CAROLINE HILLER
MEMBER PRICE:	£405 + VAT
NON-MEMBER PRICE:	£450 + VAT

TRENDS IN CONSUMER MAGAZINE DESIGN

An opportunity to step back, look at the British publishing environment, and see how current factors affect design. Also some pointers on fonts, grids and trends in covers and a visual feast!

SUITABLE FOR:

Designers from all sectors who want to keep up with what's going on in the world of design.

COURSE CONTENT:

- > see how the experts do it
- > taking a look at trends in the top and low end of the market
- > new publishing phenomena
- > popular fonts and ways of using type
- > photography now – new resources
- > a look at what will happen next

DATES:	26 JUNE, 26 NOVEMBER
COURSE TIMINGS:	09.30 – 13.30
COURSE LEADER:	INGRID SHIELDS
MEMBER PRICE:	£315 + VAT
NON-MEMBER PRICE:	£350 + VAT

IMPROVING YOUR DESIGN FOR BUSINESS MAGAZINES

Delegates will discover how better design can enhance their publication as well as reinforce its brand element. The course will use lots of examples ranging from award winners to personal favourites.

SUITABLE FOR:

Designers and editors who want to produce good-looking, effective pages for their business audience.

COURSE CONTENT:

- > a look at some successful business publications
- > how to create a visual identity
- > creating good reading systems
- > using type in pages more effectively
- > using pictures in the right place and in the right way
- > developing a visual style to keep up with the competition

DATES:	18 JUNE, 15 DECEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	INGRID SHIELDS
MEMBER PRICE:	£405 + VAT
NON-MEMBER PRICE:	£450 + VAT

DESIGN SKILLS FOR CONSUMER MAGAZINES

A participative workshop in which delegates will improve their visual skills and be updated on the current trends in magazine design. Delegates will come away with lots of new ideas, helping them to keep ahead of the competition.

SUITABLE FOR:

Designers of all levels who would like to improve their range of skills.

COURSE CONTENT:

- > how to improve design and create a memorable visual identity
- > developing individual elements to enhance visual template
- > a chance to review the competition in the delegate's field
- > better reading systems
- > using pictures effectively on the page

Includes a design surgery for titles where delegates can take their own publications for design advice.

DATES:	7 JULY, 13 OCTOBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	INGRID SHIELDS
MEMBER PRICE:	£405 + VAT
NON-MEMBER PRICE:	£450 + VAT

“Really inspirational!
Great anecdotes, examples.
I particularly enjoyed
seeing fresh, exciting
covers from less
familiar titles.”

Helen Hackworthy, BBC Magazines,
Compelling covers

COURSE LEADERS

Charles Arthur

Charles is business development director of Alliance Media Services, a publishing services company specialising in circulation consultancy, database marketing and subscription fulfilment. Previously, Charles ran his own UK based circulation marketing and training business, Artorius Consulting, for seven years. He has also been an executive director at Miller Freeman Direct.

Debbie Bowman

Debbie is an experienced advertisement sales director who has managed large sales teams in both the national newspaper and consumer magazine market.

Wendy Bristow

Wendy has been a journalist on consumer titles for over 20 years as well as launch editor of *more!* and deputy editor of *Company* and *Cosmopolitan*. She is also a trained coach specialising in working with writers and editorial people.

Lynda Burgess

Lynda has 17 years of publishing experience including 12 years online. She has worked as both editor and publisher on both online and offline products. Lynda was group online editor at Future Publishing and also worked with RBI to help integrate their online and offline strategy.

Chantal Burns

Chantal has a wealth of experience in media sales and management, having worked at some of the UK's leading publishing companies, managing high performance teams in press and digital. She launched a training and coaching consultancy eight years ago. A qualified performance coach and facilitator, Chantal specialises in digital sales, personal effectiveness and communications skills training.

Scott Carson

Scott is a director of sales consultancy Kiss the Fish and a qualified CEDR (Centre for Effective Dispute Resolution) mediator. He has worked with the Police specialising in re-engaging with teenagers with SEBD (Social and Emotional Behaviour Difficulties). He now works with HR professionals and managers in the areas of conflict prevention and resolution.

Peter Dear

Until 2000, Peter was deputy chief executive of PPA with a wide portfolio of magazine industry and publishing responsibilities. He has been involved with many training initiatives and has developed and run a varied range of successful courses.

Richard Dennys

Richard is an online entrepreneur and public speaker with a track record in online sales and marketing. He built up a business with annual sales of over £3m on a marketing spend of under £50,000 per year in under three years. He now offers his insights and skills to media owners through PPA.

John Dyson

John started reporting for national dailies then turned freelance. For 40 years he has written technical, investigative and adventure stories all over the world mainly for *Reader's Digest*. Recent assignments include Chernobyl and Soweto. He has also written a number of TV documentaries and 22 books.

Annemarie Flanagan

Annemarie is a journalist with 20 years' experience. Previously a reporter and producer for BBC radio and television, she now writes features for magazines and newspapers with clients including *The Guardian*, *Daily Telegraph*, *Daily Express* and *Sunday Express*. She is an experienced freelance media trainer.

Catherine Flintoff

Catherine has over a decade's experience in media sales management. She has led successful teams across several media platforms including publishing, internet, radio and interactive TV. In 2002 she launched Mascot, a management and sales training consultancy. She holds the CIPD (Chartered Institute of Personnel Management) Certificate in Training Practice.

Toby Goldblatt

Toby is a digital consultant and company director with over 15 years of experience. He works with a number of UK and international clients developing their digital business approaches. Clients have included Barclays, Christian Aid, Modem Media, HP, IBM, BT, and UBS.

Terry Grimwood

Terry's varied career in magazine publishing has included eight years as marketing director of Seymour Distribution and publisher of market-leading titles such as *Computer Shopper*. He also runs a successful research company and publishing consultancy.

Angela Hatton

Angela is a specialist in strategic and operational marketing. Her current publishing sector client base includes IPC Media and Telegraph Media. Two of her books *Definitive Guide to Marketing Planning* and *Definitive Business Pitch* are available in several languages worldwide.

Caroline Hiller

Caroline has worked in magazine publishing for over 25 years. Her career includes seven years as publishing director for Haymarket Publishing. She has more than 10 years' experience as a trainer and is an assessor on PPA's Diploma in Publishing.

Jocelyn Hughes

Having enjoyed a successful career in training management within blue chip organisations, Jocelyn began working as a freelance consultant in 1998. Jocelyn has over 20 years of experience and 14 years as a soft skills trainer in these environments.

Mary Langan

Mary is a highly experienced advertising sales director. Her career spans business and professional, customer and consumer magazines. She has managed large sales teams across classified, display, creative solutions and digital.

Lynette Lowthian

Lynette is a working journalist with more than 20 years' experience. She is publishing editor of the family life magazine, *Right Start*. She has worked as a trainer for more than 10 years. Clients have included Redwood, Hachette Filipacchi, Quantum, Redactive, Informa and The Institute of Physics.

Rob Lowthian

Rob is a through-the-line copywriter with 17 years' experience at Lowe Broadway writing business and consumer ads for press, radio, direct mail, promotions and more.

Brendan Martin

Brendan is a freelance journalist and journalism trainer, contributing to a wide range of newspapers and magazines. He has worked for *The Times*, *Daily Express*, *Sunday Mirror*, *Music Week*, *Computer Weekly*, *Woman's Own* and the Irish Independent Group.

David Mascord

David has more than 15 years' experience in journalism working as a reporter, feature writer, sub-editor and editor on monthly and weekly business and consumer magazines. He spent four years as editorial training manager at Reed Business Information.

Richard Masters

Richard specialises in delivering management and leadership development programmes, including corporate strategy development. He has 27 years' experience in the financial services sector at all levels from retail branch to corporate banking with HBOS. Richard is also a master practitioner for NLP.

Karen May

Karen has been a magazine journalist for more than 20 years and has been editor of five business and consumer magazines. Since 1997, she has been a freelance editor, copywriter and trainer for a range of clients including IPC Magazines, Future, Telegraph Media and BBC Magazines.

Julian Mayers

Julian has been producing radio programmes for the BBC for over 13 years. In 2005 he and Laurence Lennard, also ex-BBC TV, created yada-yada productions. They now offer video and audio production and training.

Kevin McCormick

Kevin runs ascallen, a consultancy that works with UK and international publishers on circulation and total audience strategy. His previous roles included European circulation and marketing director at Rodale and circulation director at IPC Media.

Darren McGrath

Darren started his career as a graduate trainee at Haymarket Business Publications. Darren now runs a leading independent training consultancy that specialises in delivering bespoke training services for the publishing and events markets.

Jennifer Menten

Jennifer is a direct marketing copywriter and creative consultant specialising in subscription marketing. Trained in New York, she has won more than 25 creative awards and worked with magazine clients on both sides of the pond. These include: Condé Nast, National Magazine Company and BBC Worldwide.

Christine Michael

Christine has been a magazine journalist for over 25 years and has edited six titles in business and consumer markets. In 2008 she launched *Sweet Magazine*, a newsstand health title for an independent publisher, which she edits as well as writing and training.

Andrew Milbourn

Andrew is CEO of sales consultancy Kiss the Fish. He has worked across many industries including fmcg, packaging, cars, retail and media. He was Future's first advertisement sales director and has created a unique value-centred approach to selling magazines.

Nick Molden

Nick has more than 10 years' experience in magazine publishing and runs Oxford Indices, a specialist firm that optimises the magazine supply chain for publishers and retailers. He has previously worked at Haymarket Publishing and United Business Media.

James Morrison

James has been a journalist for more than 14 years and is a freelance feature writer and journalism trainer. He has worked for the *Press Association*, *Daily Mail* and the *Independent on Sunday*. He is now a senior lecturer in writing, public affairs and politics and media management at Kingston University and recently finished work on the new NCTJ core textbook for public affairs for Oxford University Press.

David Nutt

David has over 30 years' intensive subscription marketing experience in organisations such as Consumers' Association and Stonehart Publications. He now runs his own specialist marketing consultancy, handling subscription marketing assignments for a variety of magazine, newsletter and journal publishers – from *Time Out* to *Training Journal*.

Karen and Martin Price

Karen and Martin are partners in KMP Training and Consultancy, a major provider of management training for clients in magazines, newspaper and radio.

Debra Sharron

Debra was an IPC graduate trainee who became an ad manager before joining the National Magazine Company as corporate promotions director. She now runs an independent media sales training consultancy while still managing a number of sales and promotions projects.

Ingrid Shields

Ingrid has been an editorial designer for over 12 years and is a freelance editorial design consultant and trainer. After her role as Group Art Director for FT Business magazines, she joined Belknap + Co, an award winning editorial design consultancy. She now specialises in concepts, design development and launches.

Duncan Smith

Duncan is a director of iCompli Ltd and a trainer on information law and privacy. iCompli specialises in delivering compliance solutions in the arena of information law, privacy and corporate social responsibility. He is an experienced speaker and motivator and delivers solutions to a wide cross section of UK industries.

Sally Stanley

Sally started her career in media sales in 1978 with Haymarket Publishing. Having spent seven years with a media training company, she now runs her own sales training consultancy.

Paul Streeter

Paul established his own training consultancy in 1989, specialising in the areas of professional sales and people management. Before that, he worked in the City, including three years as the management training advisor for a publishing organisation and four years as the training manager for a leasing company. To date, he has worked with 60 organisations, on a national and international level. He is a member of the Chartered Institute of Personnel Development.

Kathy Watson

Kathy is senior lecturer in journalism at the University of Greenwich and a business journalism trainer of long-standing. She has written for a wide range of business publications in various senior roles for more than two decades.

John Weir

John has been a successful publisher of both magazines and websites. For five years, he led the Technology and Internet strategy at Future where he launched more than 25 magazines and websites, including *Internet Works*, *Digital Camera Magazine* and *Microsoft Windows XP – The Official Magazine*. He is now a consultant for magazine and newspaper publishers.

Margaret Whiteford

Margaret has worked with a number of international magazine publishers for the last 20 years in a variety of marketing services and consulting assignments. In 2006 she created The Ignite Partnership and currently works as a coach and mentor, combining her business experiences with the management and leadership development skills of partner Richard Masters.

Colin Willsher

Colin has been a trainer for over 30 years and currently specialises in management, leadership and sales and marketing areas. His experience in the publishing industry covers regional newspapers, business and consumer publications, customer magazines, directories and the web. His responsibilities have included various roles in advertisement sales, newspaper sales, subscription sales, sales management, general management and marketing.

Brian Wiseman

Brian's career has been in marketing communications, with an emphasis on exhibitions. In his 35 years in the industry, he has launched magazines and exhibitions including *FHM* in 1983, a fashion exhibition for Blenheim in 1990 and the record-breaking *Erotica* in 1997. He is now a consultant.