

# PUBLISHING COURSES

## THE ROLE OF THE PUBLISHER

The course offers a basic introduction to the business aspects of magazine publishing and the publisher's role. It provides an overall picture of how the financial elements fit together and will help staff contribute to the success of their titles and projects.

### SUITABLE FOR:

Staff with sales, editorial, circulation or junior publishing roles.

### COURSE CONTENT:

- > the role of a publisher as manager of existing brands
- > understanding the relationship between departments and publishing functions and how to improve efficiency
- > sources of revenue and their relative importance to different sectors
- > cost elements and how to monitor and manage them
- > issues to consider in developing new business
- > key buying factors
- > reviewing balance sheets and issue reports
- > ways to manage budgets and improve profitability

<b>DATES:</b>	11 MAY, 23 NOVEMBER
<b>COURSE TIMINGS:</b>	09.30 – 17.00
<b>COURSE LEADER:</b>	CAROLINE HILLER
<b>MEMBER PRICE:</b>	£405 + VAT
<b>NON-MEMBER PRICE:</b>	£450 + VAT

## GET MORE FROM YOUR MAGAZINE BRAND

The course will enable and encourage delegates to exploit their magazine brands more fully and successfully. It will help them to assess their brand strengths and potential, develop an appropriate brand strategy and create new revenue streams.

### SUITABLE FOR:

Publishers, editors and commercial managers working in consumer, business or professional magazines who want more from their magazine brands.

### COURSE CONTENT:

- > understanding brands and brand benefits
- > assessing and positioning the brand strengths of a magazine
- > moving to a brand-focused publishing approach
- > identifying appropriate and profitable brand-extension activity
- > developing new revenue streams – and reinforcing core brand values
- > getting the organisation and timing right
- > building a magazine's brand attributes with readers
- > persuading advertisers to do more to exploit magazine brand strengths
- > exploiting the potential – and avoiding the pitfalls

<b>DATES:</b>	5 MARCH, 9 JULY, 19 OCTOBER
<b>COURSE TIMINGS:</b>	09.30 – 13.30
<b>LEADER:</b>	PETER DEAR
<b>MEMBER PRICE:</b>	£315 + VAT
<b>NON-MEMBER PRICE:</b>	£350 + VAT

## UNDERSTANDING MAGAZINE FINANCES

The day offers a basic introduction to magazine finance to staff from different backgrounds. It covers all elements of balance sheets and budgets to enable staff to successfully manage the profitability of their titles.

### SUITABLE FOR:

Those working in sales, editorial, circulation or junior publishing roles.

### COURSE CONTENT:

- > understanding revenues and yields
- > getting to grips with costs
- > balancing the elements in the publishing process
- > balance sheets and finance terminology
- > budgets – why we need them and how to manage our own budget
- > key performance indicators for titles

<b>DATES:</b>	9 FEBRUARY, 7 SEPTEMBER
<b>COURSE TIMINGS:</b>	09.30 – 17.00
<b>COURSE LEADER:</b>	CAROLINE HILLER
<b>MEMBER PRICE:</b>	£405 + VAT
<b>NON-MEMBER PRICE:</b>	£450 + VAT

## ADVANCED SEARCH ENGINE OPTIMISATION NEW

SEO is becoming an obsession for publishers drawn by the lure of free traffic and low-cost revenue streams. This course looks at how publishers can maximise their online opportunities, steering them through the obstacles that stand in the way of online success. Delegates should have a basic understanding of SEO concepts and approaches.

### SUITABLE FOR:

Publishers, editorial or web managers and online marketing personnel who already have a grounding in search promotion techniques.

### COURSE CONTENT:

- > SEO – what's the big deal anyway?
- > searching and finding – what's the difference?
- > how customers find sites – the trawler v the magnet
- > SEO and/or Pay Per Click – assessing the value of both
- > developing a long-term SEO methodology
- > tips on what to do and what not to do
- > how to get better search rankings – Black Hat can work, can't it?
- > content management systems, blogs, social networks
- > link analysis, directories and tips on how NOFOLLOW works
- > future browser behaviour and planning for success
- > key online metrics and setting up proper SEO performance measurement

<b>DATES:</b>	6 MAY, 28 AUGUST, 16 DECEMBER
<b>COURSE TIMINGS:</b>	09.30 – 17.00
<b>LEADER:</b>	RICHARD DENNY
<b>MEMBER PRICE:</b>	£475 + VAT
<b>NON-MEMBER PRICE:</b>	£525 + VAT

## SOCIAL PUBLISHING: HOW TO USE READERS TO BUILD COMMUNITIES AND NEW PRODUCTS NEW

A one-day course that is essential for anyone looking to build an online community and take a print readership and make it more three-dimensional. Take advantage of the types of social interaction afforded by Facebook and MySpace and see subscriptions rocket!

### SUITABLE FOR:

Editors, subscription marketers, web teams and publishing professionals.

### COURSE CONTENT:

- > how the new interactive user is shaping media consumption
- > understanding how readers use the web and what tools to use
- > the power of community – how to generate interest and traffic to websites
- > marketing to social networks – what to do and what not to do
- > using social bookmarking tools to increase the visibility of sites
- > user-generated content – when and how to encourage it, how and why to use it
- > which new web technologies have become an expected and integral part of web content, and how to develop them
- > case studies of sites engaging with its users to generate traffic and subscription sales

<b>DATES:</b>	7 APRIL, 27 OCTOBER
<b>COURSE TIMINGS:</b>	09.30 – 17.00
<b>COURSE LEADER:</b>	JOHN WEIR
<b>MEMBER PRICE:</b>	£475 + VAT
<b>NON-MEMBER PRICE:</b>	£525 + VAT

## ONLINE PUBLISHING

This overview of digital media will help delegates to understand the strategic opportunities and challenges of publishing online and identify the key factors for implementing successful online publishing projects.

### SUITABLE FOR:

Publishers, marketing directors, managing directors and commercial executives who want to develop their understanding and skills to develop a strategic view of online publishing.

### COURSE CONTENT:

- > introduction to the key elements of online strategy
- > where the value lies in the online world
- > the interactive user
- > publishers' objectives and successes
- > the online context
- > case studies and examples
- > revenue models for online
- > online channels – web, email, IM, mobile, digital editions
- > decision, design and development processes
- > key performance indicators

<b>DATES:</b>	14 JANUARY, 3 JUNE, 19 NOVEMBER
<b>COURSE TIMINGS:</b>	09.30 – 17.00
<b>COURSE LEADER:</b>	JOHN WEIR
<b>MEMBER PRICE:</b>	£455 + VAT
<b>NON-MEMBER PRICE:</b>	£505 + VAT

## ONLINE BUSINESS STRATEGIES FOR BUSINESS PUBLISHERS NEW

Business publishing is under siege from the internet. Learn how successful publishers are taking their audiences and revenues online, and how a successful and profitable internet business can be built.

### SUITABLE FOR:

Senior managers, publishing professionals, advertising managers and senior executives of business media companies looking to monetise their presence online.

### COURSE CONTENT:

- > introduction to the key elements of online strategy
- > creating value and revenues online
- > the new interactive user
- > how business publishers are making money
- > what revenue model should be adopted online?
- > publishing 2.0 – what new business models are emerging for print companies?
- > the new competitors – search companies, portals and social networking sites
- > meals by the bite or all you can eat – which content works best?
- > digital editions and how they can help build circulation and revenues

<b>DATES:</b>	6 FEBRUARY, 3 NOVEMBER
<b>COURSE TIMINGS:</b>	09.30 – 17.00
<b>COURSE LEADER:</b>	JOHN WEIR
<b>MEMBER PRICE:</b>	£475 + VAT
<b>NON-MEMBER PRICE:</b>	£525 + VAT

## MAKING YOUR BRAND WORK ONLINE

Through the use of case studies, practical exercises and discussion, delegates will learn how to optimise their brand, take it online and bring their brand to life in an interactive environment.

### SUITABLE FOR:

This editorially focused course is for brand owners wanting to drive their brand and create a complementary and effective online presence. This course is concerned primarily with content-led websites, though brand owners wanting to make their brand work on a commerce-driven site will also benefit.

### COURSE CONTENT:

- > identifying brand values
- > reasons for developing brands online
- > what would the benefits be?
- > case studies – brands that cross over online/offline
- > evaluating the elements of brands that will work online
- > brand and content selection
- > brand and tone of voice
- > brand and usability
- > brand and content/commerce partnerships
- > making user-generated content work for brands

<b>DATES:</b>	15 JULY
<b>COURSE TIMINGS:</b>	09.30 – 17.00
<b>COURSE LEADER:</b>	LYNDA BURGESS
<b>MEMBER PRICE:</b>	£455 + VAT
<b>NON-MEMBER PRICE:</b>	£505 + VAT

# PUBLISHING COURSES

## PROFITING FROM THE INTERNET

An interactive course enabling participants to understand how to develop an effective online presence and what pitfalls to avoid. The content will be presented from a commercial rather than a technological perspective.

### SUITABLE FOR:

Publishing directors, publishers, senior managers, senior marketing and circulation key decision makers. No technical knowledge needed.

### COURSE CONTENT:

- > planning a successful internet presence
- > revenue generating – how to make money from commercial partnerships
- > using offline content to create a compelling site – cost-effectively
- > social networks – building a thriving community both on- and offline
- > email marketing – how to get campaigns noticed
- > how search is changing to meet user needs and what that means for print media
- > driving subscriptions online to benefit print
- > which companies are having success on the web, and why?
- > going global – enabling products to achieve an international reach
- > digital magazines – the next generation of publishing analysed and explained

**DATES:** 16 JANUARY, 29 MAY, 24 AUGUST,

30 OCTOBER, 3 DECEMBER

**COURSE TIMINGS:** 09.30 – 17.00

**COURSE LEADER:** JOHN WEIR

**MEMBER PRICE:** £455 + VAT

**NON-MEMBER PRICE:** £505 + VAT

## PUBLISHING SUCCESS ON THE INTERNET

This course will help delegates take advantage of the smartest thinking online, and apply new concepts to their business, based on case studies of companies that are achieving success and have strategies for successful web publishing.

### SUITABLE FOR:

Senior publishing, editorial and advertising professionals, as well as key decision makers within publishing companies.

### COURSE CONTENT:

- > how magazines across the globe are creating 24/7 relationships with their readers
- > benchmarking sites against competitors
- > how to use the editorial from print magazines to create a vibrant and popular site
- > increase visitor numbers and get free editorial from user-generated content
- > how web 2.0 is changing user behaviour – and how words and video are merging
- > getting revenues on sites – what works and what does not
- > publishing 2.0 – what new business models are emerging for print companies
- > the new competitors – search companies, portals and social networking sites
- > digital editions and how they can help build circulation and revenues

**DATES:** 31 JULY, 30 NOVEMBER

**DURATION:** 09.30 – 17.00

**COURSE LEADER:** JOHN WEIR

**MEMBER PRICE:** £455 + VAT

**NON-MEMBER PRICE:** £505 + VAT

## NEXT GENERATION MAGAZINES

The course contains practical examples of media companies using interactive techniques to create reader communities, tips for creating dynamic, user-driven sites, and a detailed look at how the web is evolving.

### SUITABLE FOR:

Editors, publishers, senior magazine staff and online professionals who need to understand how the next generation of the internet is shaping media choices and how brands can take advantage of its potential to stay ahead of the competition.

### COURSE CONTENT:

- > what is web 2.0 and why is it important to publishers?
- > how web companies are moving into the magazine space
- > harnessing user-generated content to create compelling sites
- > the wisdom of crowds – how users are setting the agenda
- > the new role of the editor and how it can make magazines and websites great
- > social networking – what is it and how can it help products?
- > the importance of search and getting users to sites
- > how online communities are creating great free content
- > the revenue opportunities – what are they and how reach them?
- > the 10 top lessons for staying competitive in a web 2.0 world

**DATES:** 17 JUNE, 20 NOVEMBER

**COURSE TIMINGS:** 09.30 – 17.00

**COURSE LEADER:** JOHN WEIR

**MEMBER PRICE:** £440 + VAT

**NON-MEMBER PRICE:** £485 + VAT

## CREATING AND MANAGING A DIGITAL BUSINESS CASE NEW

Using discussion, analysis and practical hands-on sessions, delegates will discover how to develop a digital business case.

### SUITABLE FOR:

Advertising sales teams, publishers, editors, marketers, client services and finance teams responsible for driving additional revenue to their print publications from the digital channel. The course presents an overview of the key metrics and drivers of online.

### COURSE CONTENT:

- > understanding digital costs – infrastructure, marketing, staff
- > an explanation of digital revenue streams – advertising, subscriptions, leads
- > the key metrics involved – drive to site, conversion, sales
- > assumptions
- > optimisation
- > tracking and reporting
- > certification

**DATES:** 26 JANUARY, 1 JUNE, 3 NOVEMBER

**COURSE TIMINGS:** 09.30 – 17.00

**COURSE LEADER:** TOBY GOLDBLATT

**MEMBER PRICE:** £495 + VAT

**NON-MEMBER PRICE:** £545 + VAT

## BRIEFING AND MANAGING A WEBSITE BUILD

Working through a web-build project from briefing to completion, delegates will learn how to write a comprehensive brief, manage the intricacies of working with a supplier and learn how to renegotiate when the brief is extended and costs need to be reviewed.

### SUITABLE FOR:

Editors who are responsible for briefing their site build. The course highlights how to deal with both internal and external suppliers. It shows editors how to brief and manage a build project and to get the best from their supplier.

### COURSE CONTENT:

- > choosing suppliers
- > briefing specifics
- > negotiating fees
- > extending the brief
- > managing suppliers' expectations
- > getting what is wanted
- > managing the finished site

<b>DATES:</b>	16 FEBRUARY, 22 JULY
<b>COURSE TIMINGS:</b>	09.30 – 17.00
<b>COURSE LEADER:</b>	LYNDA BURGESS
<b>MEMBER PRICE:</b>	£450 + VAT
<b>NON-MEMBER PRICE:</b>	£495 + VAT

## SUCCESSFUL CONFERENCE PLANNING

This one-day workshop will provide delegates with a good grounding in and understanding of what needs to be considered, and why, when organising an event.

### SUITABLE FOR:

Event planners and co-ordinators with less than one year's experience in organising conferences/events either external or internal.

### COURSE CONTENT:

- > setting objectives for the event
- > managing the logistics of any event whether internal or external
- > co-ordinating the attendance of delegates
- > producing a checklist of items to consider when planning and organising events
- > choosing appropriate venues based on the objectives of the event
- > liaising with venue management to ensure accurate delivery of requirements
- > planning contingencies for unavoidable happenings
- > managing timely communication of the event
- > handling delegates upon arrival and between session or presentations
- > briefing supporting staff as to their roles and responsibilities and standards expected

<b>DATES:</b>	20 MARCH, 2 SEPTEMBER
<b>COURSE TIMINGS:</b>	09.30 – 17.00
<b>COURSE LEADER:</b>	JO HUGHES OR DARREN McGRATH
<b>MEMBER PRICE:</b>	£405 + VAT
<b>NON-MEMBER PRICE:</b>	£450 + VAT

## LAUNCHING NEW SHOWS

This two-day workshop takes participants through the stages involved in planning and launching a new show. Time will be spent on the key principles and outline phases involved in launching a successful show, including how to avoid common pitfalls.

### SUITABLE FOR:

Those planning to launch, about to launch or in the early stages of a launch event. The workshop is equally useful for delegates who are running existing shows, as elements are easily transferable.

### COURSE CONTENT:

- > robust reasons for launching
- > location and timing considerations
- > visitor and exhibitor profiling
- > defining and refining the universe
- > using sponsors and partners
- > industry SWOT and trends
- > competitor activity and shelf life
- > managing a launch – internal considerations
- > financial evaluation – budgets and potential
- > investing in new shows
- > PR and initial promotion

<b>DATES:</b>	15/16 JUNE, 9/10 NOVEMBER
<b>COURSE TIMINGS:</b>	09.30 – 17.00
<b>COURSE LEADER:</b>	BRIAN WISEMAN
<b>MEMBER PRICE:</b>	£900 + VAT
<b>NON-MEMBER PRICE:</b>	£990 + VAT

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# 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.