

FIPP ANNOUNCES FIRST EVER DIGITAL CONFERENCE PURELY FOR MAGAZINE PUBLISHERS



Mastering your strategy for digital success is the theme of the first global Digital Magazine Media 2.0 Conference, taking place at the Hanover Congress Centrum in Germany on 14-15 March 2007.

The conference is a unique effort to learn from the successes and failures of magazines globally in addressing the exciting, digital publishing challenge we all confront.

It will be the first conference in Europe to focus solely on the prospects for magazines, as opposed to other digital publishing conferences which deal mainly with newspapers and other media.

Can integrated print/digital packages be sold successfully? What content works on the web? How do you recruit editorial talent who can do it? What is going to be new technology, tomorrow? How do you integrate mobile, video, web and print while keeping your brand values? How do you make the most out of search engine technology for magazine? These are the crucial questions that will be addressed.

The two day conference is co-sponsored by CeBIT, the world's largest trade fair for digital IT and telecommunications solutions, the International Federation of the Periodical Press (FIPP) and the German Magazine Publishers Association (VDZ).

The conference will be held in conjunction with the opening on March 14 of CeBIT, which attracts more than 2,500 attendees every year.

Source: FIPP

INTERESTED IN PUBLISHING?

Then read about four of its basic departments and find out if you have it in you to go down this career path.

Entry into the publishing world can be just as difficult as getting your own writing published. But as in any job, appropriate research is vital to land that first job. Here's a sketch of four of the most significant departments of a publishing company.

Editorial

- Usually considered the most glamorous, but also the most difficult to get into, as there are very few editorial posts.
- Involves deciding which manuscripts to accept and which to reject.
- Needs strong negotiating skills to buy manuscripts and deal with authors, agents, lawyers.
- Requires an inventive flair and good business skills.
- Commissioning editors, senior editors, assistant editors, desk editors and copy editors.

Production

- Responsible for the physical process of transforming the manuscript and artwork into the finished book. This includes everything from ordering the paper, obtaining estimates for typesetting, printing and binding to arranging proofs, print-run numbers and so forth with an appropriate printer.
- Must be able to work within strict deadlines, and coordinate with the other departments.
- Should be highly organised, able to negotiate, diplomatic and willing to accept responsibility for the final product.

Design

- Everything from the book size to the cover design, type size and typeface needs to be selected and discussed with the author and editor involved.
- Can be in-house or freelance designers - both require technical and creative training.
- Picture researchers need an in-depth knowledge of fine art.
- Text design is a specialist area for which typography skills and qualifications are a prerequisite.
- Almost everyone working in book design needs a degree in graphic or typographic design.

Marketing and Publicity

- Marketing focuses on preplanning the marketing campaign including press advertising and the production of catalogues.
- The Publicity Department concentrates on getting press exposure and organising promotional events such as book launches and author signing tours.
- Flexible personality with communication skills, and awareness of the market.

First steps

- Talk to people who currently work (or have worked) in book publishing.
- Request information from training institutions, career offices and professional organisations on publishing.
- Read up on book publishing.
- Read book pages in the press, follow book-oriented media programmes and visit good stock holding bookshops.
- Read current issues of trade publications such as Publishing News (copies available online).
- Prepare a CV with details like qualifications, experience and interests, and then apply in writing.
- If you are called for an interview, obtain brochures from the company so you are familiar with all the details.

Source: Gulfnews, Author Sara Saleh

Middle East Publishers' Association (MEPA).

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