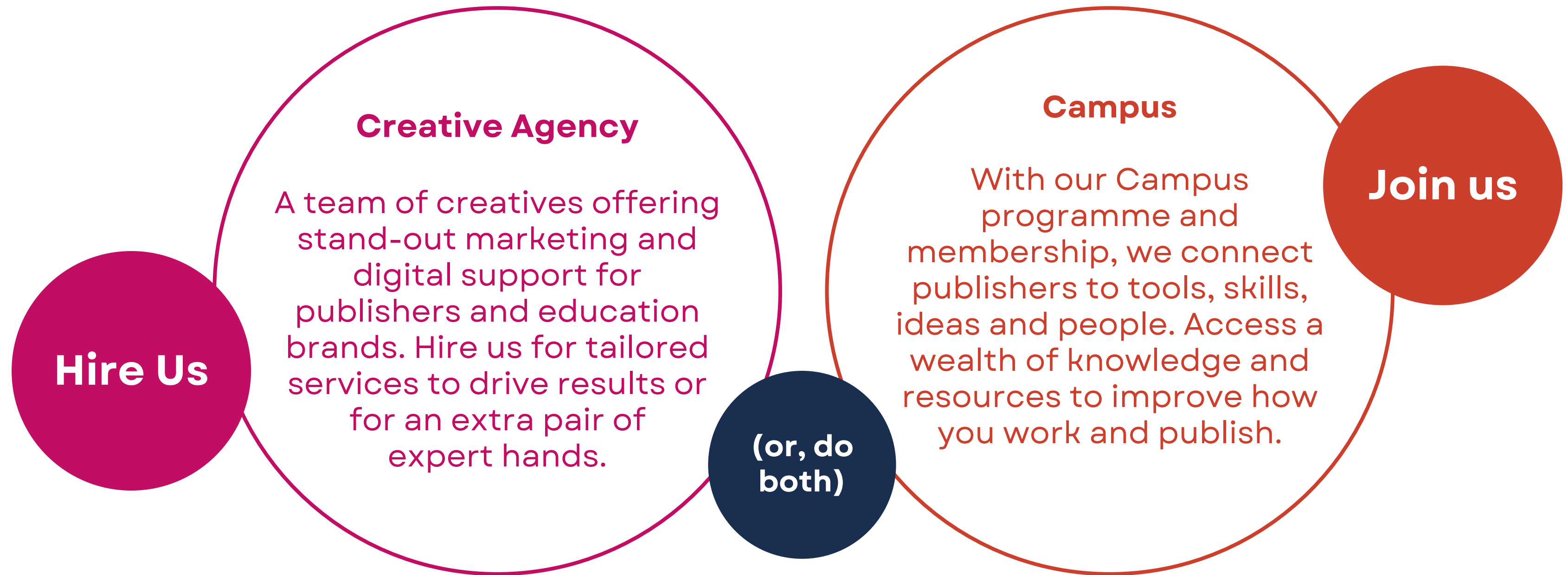


BookMachine **Campus**

Empower your team with BookMachine Campus



What is BookMachine?



Our impact

- **300+** active members, both individual publishing professionals and companies/teams
- **800+** publishing event tickets sold in 2023 and 2024 (so far)
- Publishing teams accessing **32** (and growing!) flexible, publishing-specific courses – from **Quarto, JKP, Simon & Schuster, Sage Publishing, Bonnier Books UK** and more
- Combined mailing list audiences of **over 4,000** contacts
- **7,600+** LinkedIn followers / **3,000+** Instagram followers
- **2,500+** podcast downloads since launch in Jan 2023
- Spotlighting topics from accessibility and leadership to inclusive book design, audio publishing, commissioning, author care & more
- Over **80** expert interviews with a range of leading publishing people
- Bringing publishing people together at **The London Book Fair in 2023**
- **100s** of publishing & education marketing campaigns executed

Campus for Teams

Campus is community for curious publishing professionals.

From connecting with publishing industry peers, accessing a growing library of online courses and resources, and joining unmissable events for free, your teams can find the knowledge, inspiration and connections they need to thrive in the publishing world.

Campus members get access to an exclusive library of 30+ publishing courses, 100+ video resources – from recordings of in-person panel discussions to online Q&As – and member perks and discounts, including free online event tickets and discounted tickets to global Book Fairs.



What does your team get?

Access to BookMachine Campus for *everyone* on your team, imprint or department. This gets you:

- **Free member tickets** to a rolling quarterly events programme
- **Significantly discounted tickets** to Campus Sessions publishing skills workshops
- Access to a self-study learning pathway via a **growing library of video courses**
- **100s of publishing resources** and recordings via our content library
- **Discounts and offers** with industry partners, including The London Book Fair
- Opportunity to **shape the programme**, vote in polls and take part in surveys
- Free, unlimited posting to jobs board (usually £199 +VAT per job)
- The chance to grow their network, improve how they work and develop in their career
- **10% discount** on Marketing services via BookMachine Creative Agency

Publishing Events

Unlock insights with Campus events for publishers

Tap into a quarterly programme of online events on need-to-know topics to boost your knowledge and shake up what you do, as well as occasional in-person meet-ups.

Free tickets for members, but open to all.



Campus Sessions

Connecting you with ideas to empower your next steps.

Smaller, boutique events connecting you with focused skills, workshopping, networking and more. Live, online or in-person.

Open to all, discounted for members (50% off).

Launching April 2024



Video Courses

Flexible training created by publishing people, for publishing people.

Campus is home to over 30 short, self-study publishing skills courses for busy industry professionals, covering a veritable smorgasbord of topics – from strengthening your author relationships and crafting killer pitches, to mastering marketing campaigns.

Exclusive for Campus members, and growing steadily.




Successful planning & preparation for virtual events

Lesson 1 of 6

Introduction

Marketing & Publicity

Successful planning and preparation for virtual events

Suzanne Kavanagh

◀ ▶ ⏮ ⏭ ⏭ ⏮

Complete lesson

Lessons

Welcome 🙌

Introduction

Modules

1: How to set goals, objectives and timin

2: How to choose the right software

3: Good housekeeping and communicati

4: How to set up checklists and technica

5: Tips for maximising audience engage

Keep track of individual progress and get quarterley reports on your Team members

Add comments to swap tips and insights with other members

A 5-minute introduction and 5 modules focusing on a specific industry-relevant skills.

Popular courses include...

**Talking about
race: An editor's
principles**

**Introduction to
publishing
strategy**

**Supporting
Neurodivergent
authors: Practical
tips for busy
publishers**

**Meta marketing
campaigns that
drive results**

**Creating
P&Ls in
Excel**

**Pitching and
presenting
online**

**Next level
management
skills**

**Getting
started on
TikTok**

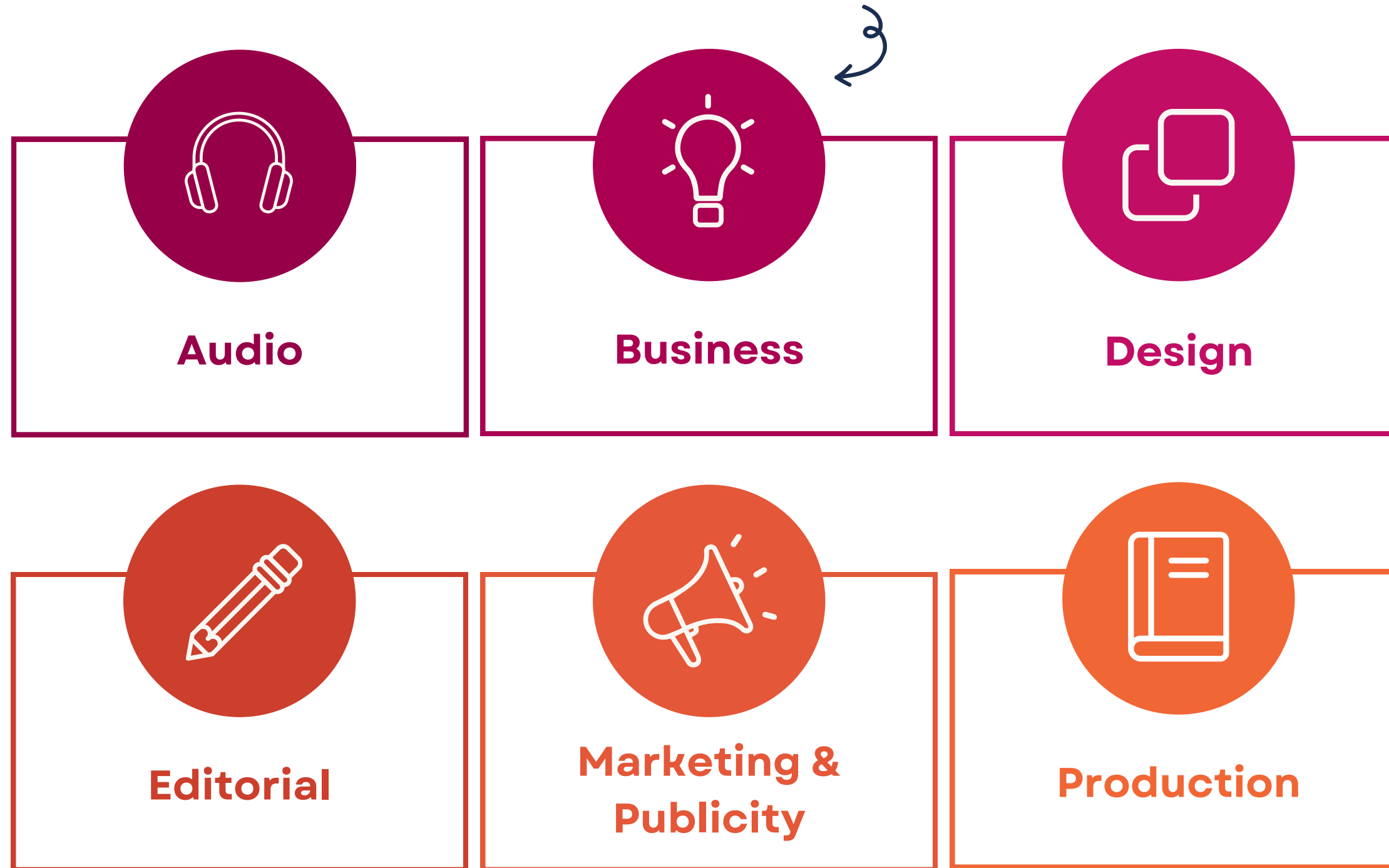
Schedule

Recording now available!



Areas we cover

Tech, AI, Management, Presenting,
Finance, Rights & more



“Campus has been hugely beneficial for our team – the wide range of courses are worth the price alone, giving everyone on the team tools to develop and grow. Plus the team at BookMachine are fantastic and are so helpful and supportive.”

**VICKY HARTLEY
DEPUTY MANAGING DIRECTOR, WATKINS PUBLISHING**

“THE hub for publishing professionals. From well-planned courses to a wealth of fantastic online resources there’s nothing else quite like it.”

**LYNDSEY MAYHEW
ASSOCIATE DIRECTOR AT THE BOOK PUBLICIST**

The Editorial Board

Industry experts who guide on the direction of our content – events, resources, sessions – and inform us of the big topics coming to the fore.



Emmanuel Kolade
Shulph - Tech



Ken Jones
Circular Software -
Production



Linda Secondari
Studiolo Secondari -
Design



Julia Silk
Greyhound Literary
- Agenting



Mags Abraha
Jacaranda Books
- Editorial



Louise Harvey
Little, Brown - Audio



Simon Mellins
Accessible Publishing
Consultant - Accessibility

The team

Marketers with professional backgrounds across the publishing (trade, children's, education) and book spheres.



Laura Summers
Director & Co-Founder



Gavin Summers
Director & Co-Founder



Suzanne Kavanagh
Events & Client Director



Aimee Dewar
Brand Strategist



Emily Cameron
Creative Marketing Lead



Gemma Rostill
Digital Marketing
Strategist



Olivia Tanner
Digital Marketing
Strategist



Kirsty Capes
Digital Marketing
Strategist



Megan Whitlock
Digital Marketing
Executive



May Mower
Digital Marketing
Executive

Current Teams include...

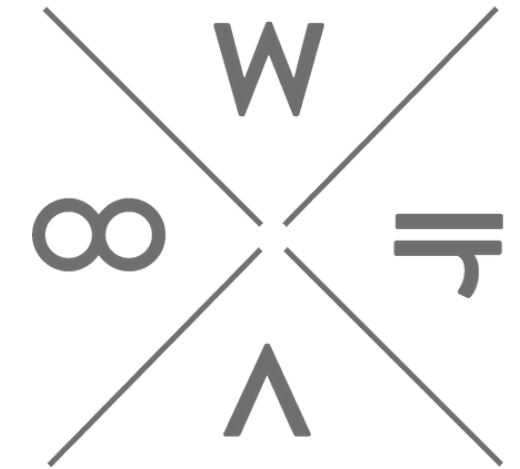
Nielsen
BookData



S Sage



Jessica Kingsley
Publishers



inspired:



Quarto

abrams&chronicle books

Pricing

The membership cost per company is based on annual turnover. Team memberships can be paid via invoice (Direct Debit coming soon!). When first signing up, the membership length is a minimum of 12 months.

Tier		Monthly Cost	LBF Special Offer: Sign up before 12th April for 20% off!
Institutional / Not-for-Profit/ Micro Press		Contact us for a bespoke quote	
Small (Turnover between £250K - £1m)		£150 +VAT /month	20% off £120 +VAT /month
Medium (Turnover between £1m - £5m)		£250 +VAT /month	20% off £200 +VAT /month
Large (Turnover between £5m-£9m)		£400 +VAT /month	20% off £320 +VAT /month
Enterprise (Turnover £9m +)		Contact us for a bespoke quote	

Get in touch.

Pick up the phone or drop us a line:

laura@bookmachine.org / +44 (0) 207 183 2399