BookMachine Campus

Empower your team with BookMachine Campus

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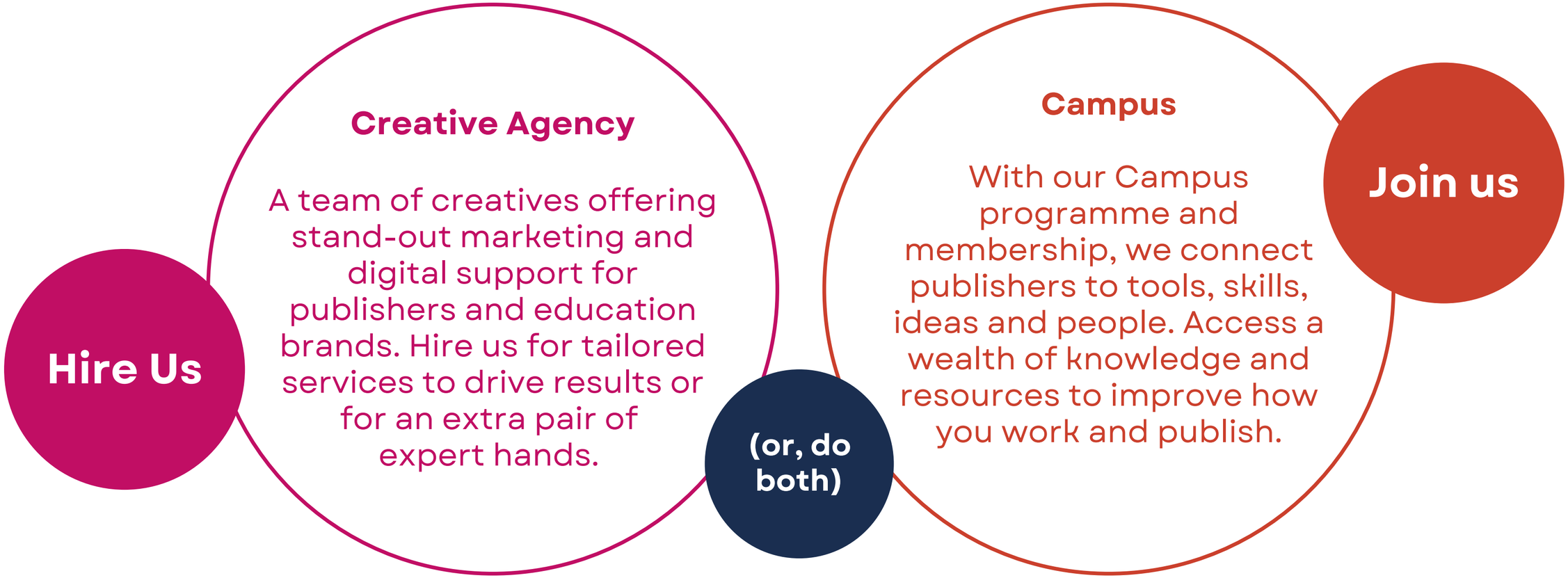
What is BookMachine?



Our impact

- **400+** active members, both individual publishing professionals and companies/teams
- **800+** publishing event tickets sold in 2023 and 2024 (so far!)
- Publishing teams accessing a growing library of **35+** flexible, publishing-specific courses – from **Bloomsbury**, **Quarto**, **JKP**, **Simon & Schuster**, **Sage Publishing**, **Bonnier Books UK** and more
- Combined mailing list audiences of **over 4,000** contacts
- **8,400+** LinkedIn followers / **3,000+** Instagram followers
- **3,500+** podcast downloads since launch in Jan 2023
- Spotlighting topics from accessibility and leadership to inclusive book design, AI, accessibility, marketing, author care & more
- Over **80** expert interviews with a range of leading publishing people
- Bringing publishing people together at **The London Book Fair**
- **100s** of publishing & education marketing campaigns executed

Campus for Teams

Campus is a 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

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.

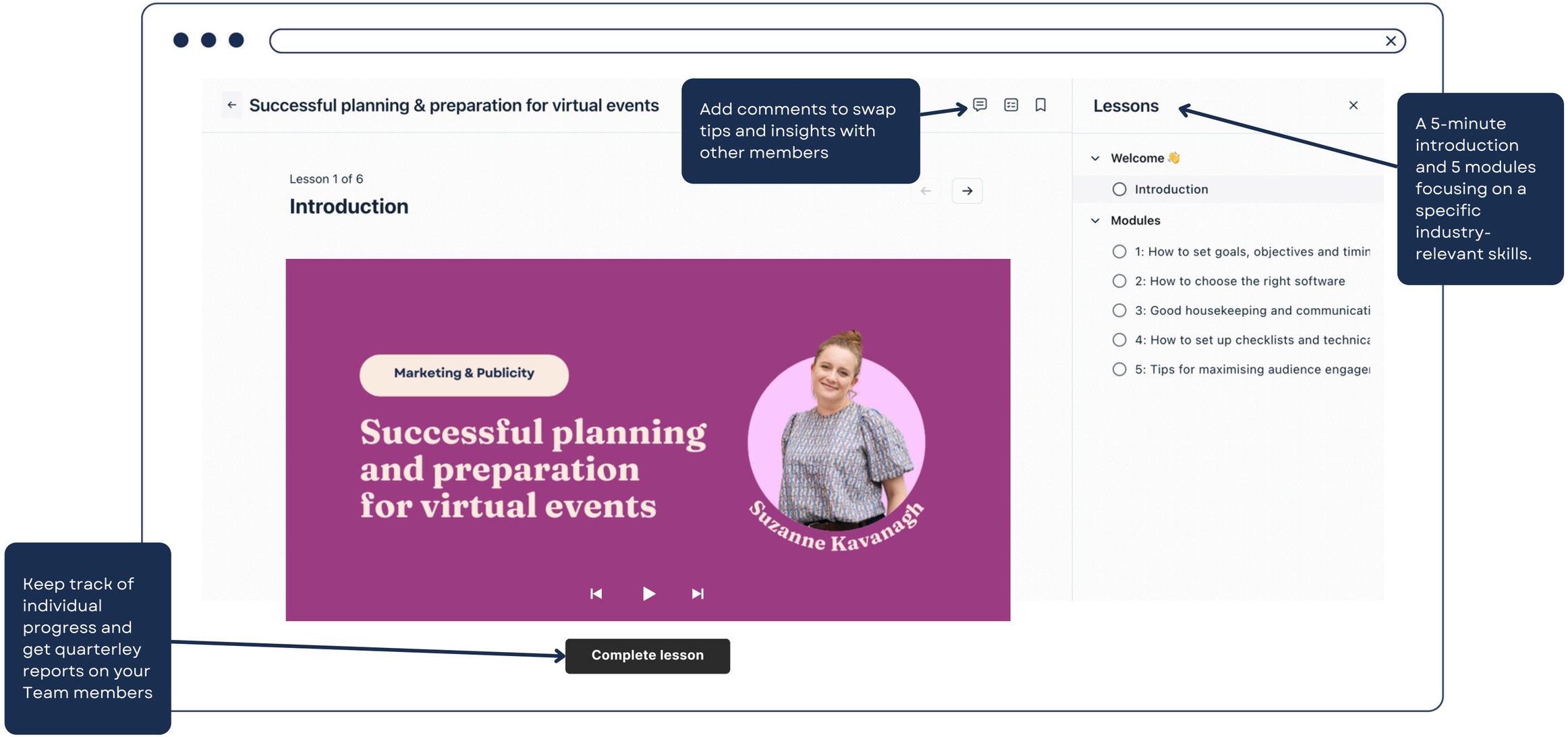
Open to all, discounted for members (50% off).
Launching April 2024

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
Add comments to swap tips and insights with other members
Lessons
A 5-minute introduction and 5 modules focusing on a specific industry-relevant skills.
Lesson 1 of 6
Introduction
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 technic
5: Tips for maximising audience engage
Marketing & Publicity
Successful planning and preparation for virtual events
Suzanne Kavanagh
Keep track of individual progress and get quarterley reports on your Team members
Complete lesson

Editorial

- Supporting Neurodivergent authors: Practical tips for busy publishers
- Pedagogy in print: a guide for editorial
- Talking about race: An editor's principles
- Introduction to publishing strategy
- How to write a cover brief – and why it's important to get right
- Build a bestseller every time
- Content marketing for freelance editors
- Building a strong author–editor relationship

Marketing

- Getting started on TikTok
- A marketer's guide to using TikTok effectively
- How to run Amazon advertising
- Making the most of your Amazon A+ page
- Facebook & Instagram marketing campaigns that drive results
- Successful planning and preparation for virtual events
- The art of writing great book marketing emails
- Social media listening for publishers
- Social media strategies for success
- SEO 101 for publishers: how to attract the right searchers and more
- Metadata best practices for publishers
- Book publicity: how to get media coverage
- Marketing for rights professionals
- Mastering Instagram Reels

Design

- Photo research tips for success: Making the most of media
- Adobe InDesign for publishers

Production

- An introduction to sustainable book production

Audio

- Create a bestselling audiobook

Business

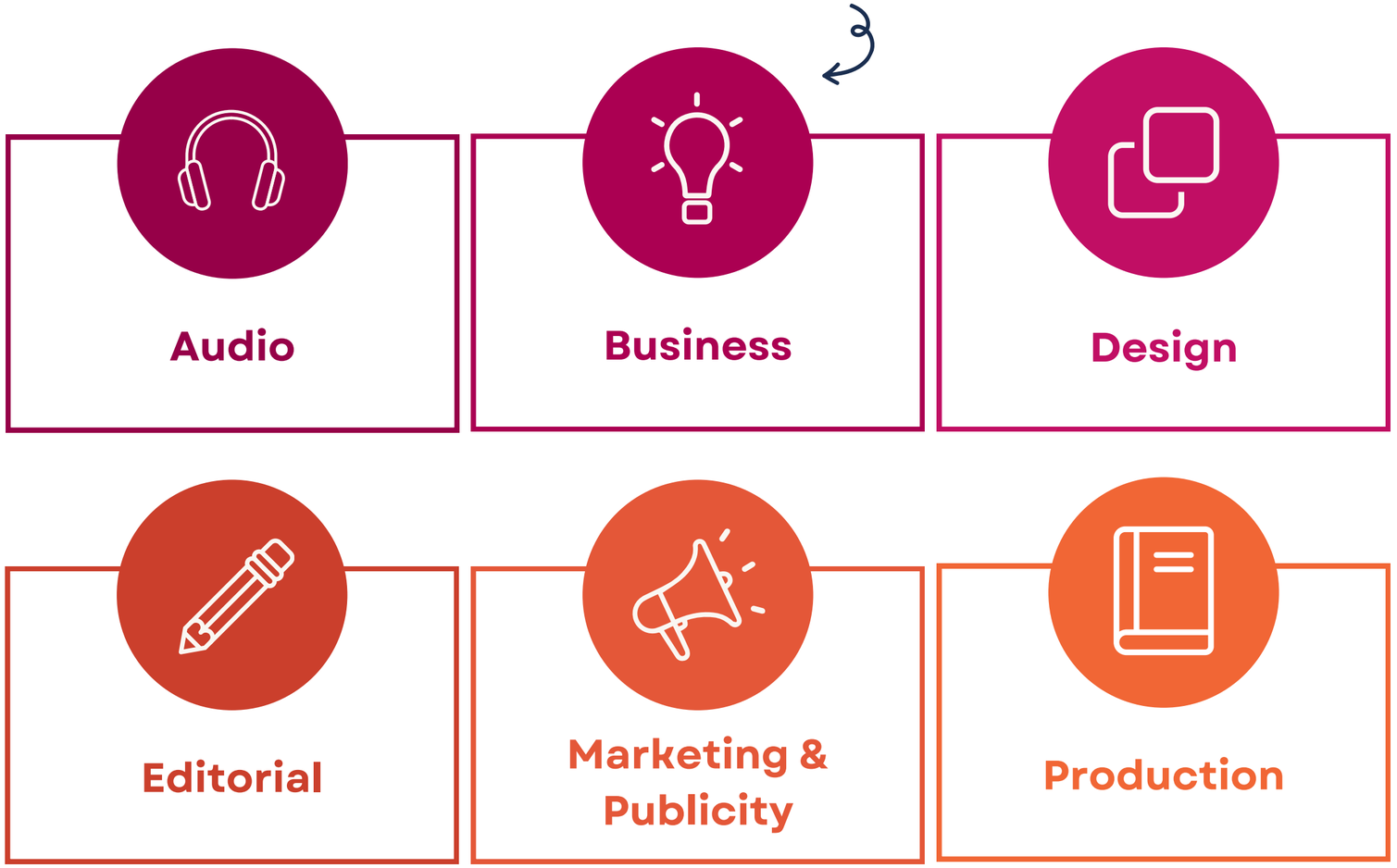
- Product Thinking for publishing
- Academic publishing: the Open Access debate
- Authentic business storytelling to boost your brand
- Pitching and presenting online
- Taking the fear out of contracts: A guide for non-contracts people
- Speak up. Speak out. Be heard
- Building your confidence in the workplace
- The productive publisher
- Creating P&Ls in Excel: Book products & digital subscriptions
- Next level management skills

Schedule

Recording now available!
JAN 2024
Programme kick-off
FEB 2024
Online Event
Podcast
MAR 2024
Podcast
APR 2024
Podcast
Campus Session
MAY 2024
Podcast
Video course drop
JUNE 2024
Online Event
Podcast
JULY 2024
Podcast
AUG 2024
Podcast
SEP 2024
Podcast
Campus Session
OCT 2024
Podcast
NOV 2024
Online Event
Podcast
DEC 2024
Podcast

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

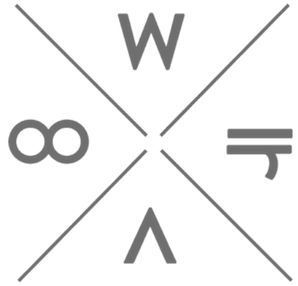
Olivia Tanner
Digital Marketing Strategist

Kirsty Capes
Digital Marketing Strategist

Megan Whitlock
Digital Marketing Executive

Current Teams include...

Nielsen BookData



SIMON & SCHUSTER

Quarto

Jessica Kingsley Publishers

Sage

BLOOMSBURY

inspired:

UCLPRESS

haremi

abrams&chronicle books

Pricing

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

Tier	Monthly Cost
Institutional / Not-for-Profit/ Micro Press	Contact us for a bespoke quote
Small (Turnover between £250K - £1m)	**£150 +VAT /month**
Medium (Turnover between £1m - £5m)	**£250 +VAT /month**
Large (Turnover between £5m–£9m)	**£400 +VAT /month**
Enterprise (Turnover £9m +)	Contact us for a bespoke quote

BookMachine Campus

Get in touch.

Pick up the phone or drop us a line:

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

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