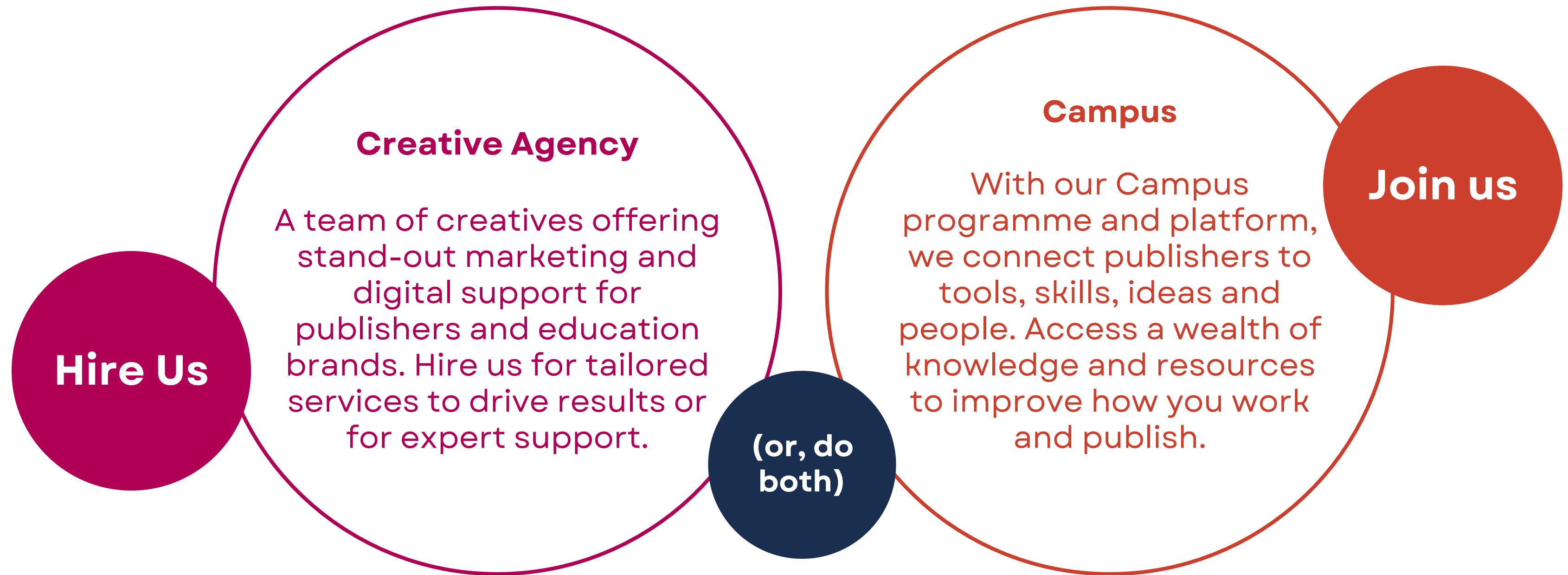


BookMachine **Campus**

# Empower your team with BookMachine Campus



# What is BookMachine?



# Our impact

- **600+** active members, both individual publishing professionals and companies/teams
- **800+** publishing event tickets sold in 2024 so far!
- Publishing teams accessing a growing library of **40+** flexible, publishing-specific courses – from **Bloomsbury, Quarto, Jessica Kingsley Publishing, Simon & Schuster, Bonnier Books UK** and more
- Combined mailing list audiences of **over 4,000** contacts
- **8,600+** LinkedIn followers / **3,000+** Instagram followers
- **4,000** 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 subscribers 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 & Frankfurt 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.**

**[Click for tickets and info.](#)**



## 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).**

**[Click for tickets and info.](#)**



## 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

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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

Add comments to swap tips and insights with other members

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

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



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

# Areas we cover

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



# 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



# Our Team

The team behind Campus are talented marketers with professional backgrounds all 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  
Analyst



**Rhian Davies**  
Digital Marketing  
Manager



# Current Teams include...



Quarto

BLOOMSBURY

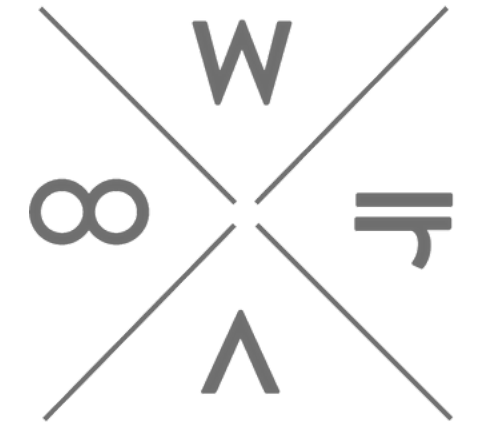


 **UCLPRESS**

Nielsen  
BookData



Jessica Kingsley  
Publishers



inspired:

abrams&chronicle books

**“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**

# 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

# Get in touch.

Pick up the phone or drop us a line:

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