Publishing Partnerships: Working with Conferences to Provide Client Solutions

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PUBLISHING PARTNERSHIPS

Working with Conferences to Provide Client Solutions

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Planning
- Objectives/Outcomes
- Financial Management
- Timelines

Venues
- Property liaison
- Room set-up (Audiovisual)
- Transportation
- Signage

Registration
Marketing

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Planning
  Objectives/Outcomes
  Financial Management
  Timelines

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Marketing

Publishing Services
Challenges

- Marketing Scholarly Publishing Services
  - New market
  - Time investment—meet with many clients for little ROI
  - Clients don’t know what they want or need
- Print shop pitfalls
- Feast or famine workflow
- University Press Scope
- Publishing Contract or MOU
Opportunities

- Double dip outreach
  - Promote open access
  - Promote IR and mediated CV review service
- Glean information on disciplinary trends
- Refinement of University Press Scope
QUESTIONS & COMMENTS

Thank You

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