

Educational Publishing Update

A professional development day for editors working in educational publishing

Monday 12th November 2018

Venue: DeVere West One, 9–10 Portland Place London W1B 1PR

9.45–10.15	30 minutes	REGISTRATION AND COFFEE
10.15–10.30	15 minutes	Introduction and housekeeping <i>Anya Hastwell, SfEP Professional Development Director</i>
10.30–11.30	60 minutes	Working with educational publishers Sophie O'Rourke, Managing Director at emc design What should a freelance editor or proofreader know about the current requirements of educational publishers? This discussion will cover the size of the market, levels of education, types of product, services needed by publishers and who can provide them, skills you will need, working with other freelancers, and more.
11.30–12.30	60 minutes	The digital revolution Jane Lee, freelance project manager Educational publishing has evolved with the digital revolution – how can you make sure your skills up to date? How do schools/colleges use digital technology? How are educational publishers investing in digital resources? Find out how digital fits into the publishing workflow and how to deal with the issues and challenges facing publishers and freelance editors/proofreaders alike.
12.30–13.30	60 minutes	LUNCH
13.30–15.30	120 minutes	Responding to curriculum changes: UK and overseas Susannah Fountain, freelance publisher [UK focus] Astrid deRidder, Head of Global Custom Publishing at Macmillan Education [international/ELT focus] The education curriculum is constantly evolving and changing, not just in the UK but overseas too. How do publishers keep up with these changes, and how can the freelance editor stay informed?
15.30–16.25	55 minutes	Speaker/panel session ~ Q&As
16.25–16.30	5 minutes	Round-up, thank you and close <i>Anya Hastwell, SfEP Professional Development Director</i>

About the speakers

Speaker 1

Sophie O'Rourke, Managing Director at emc design

Sophie is the Managing Director at emc design, the UK's leading design agency dedicated to publishing. Along with a large team of designers, emc also has a Publishing Services team which works extensively with authors, educators, editors, and illustrators to project manage the whole process. The company has seen rapid change over the last few years, from the large-scale educational projects publishers outsource, to the technology that enables teams to work collaboratively across continents. As well as being responsible for the day-to-day running of the company, Sophie is also responsible for ensuring that emc continues to meet the changing needs of publishers, through technological developments and new working practices. When she's not busy at work or at industry events, you'll find her running around after her toddler or travelling the planet with friends and family.

Speaker 2

Jane Lee, freelance project manager

After 20 years in publishing – 12 of those years of working on educational projects in-house, both print and digital – the time came for Jane to venture out on her own. She set up JaneAde Publishing Solutions over four years ago, in June 2014. Jane works primarily as a project manager (print and digital) but, utilising a variety of skills gained across a broad range of publishing activities, also undertakes instructional design, editorial work, as well as image and text research. The move to the freelance market has enabled Jane to (most of the time) maximise the work-life balance, looking after a young family as well as doing a job she loves.

Speaker 3

Susannah Fountain, freelance publisher

Susannah Fountain is a freelance publisher working within the field of educational publishing, specialising in the secondary school market.

A degree in English Literature and Art History from the University of Cambridge led Susannah to begin her career in educational publishing in 1991 with a small family-run children's publishing company called Letterland. From those largely pre-digital days, she worked for small companies that supplied editorial and publishing services to the industry, through to large publishing houses. She worked in a number of different editorial and production roles across a range of subjects and platforms (both print and digital).

Susannah became a freelancer in 2005 and hasn't looked back! Working with a range of educational publishers, she thrives on the diversity of her working roles: from proofreading, copy-editing and developing scripts, to research and development within the secondary curriculum, commissioning authors, and leading teams of in-house and freelance colleagues.

Speaker 4

Astrid deRidder, Head of Global Custom Publishing at Macmillan Education

Astrid deRidder has worked extensively in publishing for more than a decade on both sides of the Atlantic. Her specialties include designing workflow solutions and sharing international best-practice, as well as identifying customer needs and finding innovative solutions for unique market conditions. As an experienced and proactive publisher, her skills in product development allow her to help publishers transition their organisations to adapt to the changing nature of the industry. Her background is in highly illustrated, non-fiction content, both in trade and international education.