

Rights: Buying & Selling Co-editions

Training from the Book Publisher's perspective



A one day course aimed at Rights Executives and Commissioning Editors

Delivered by Ed Glover

This is an essential course designed to benefit anyone with one or two years experience as a Rights Executive or Commissioning Editor.

The negotiation, selling or buying of co-editions is a complex and key area for publishers and requires a broad knowledge of the entire publishing process from copyright, royalties and net receipts to understanding the cultural significance of design and the practical importance of the production process. Negotiating and securing the best, most workable deal can make a huge difference to the commercial success or failure of an international project.

Our one day course explores all the important legal and commercial elements of a co-edition agreement, whether it be a Purchase Order or a full-blown contract. It compares the reasons for choosing to buy or sell co-editions rather than translation rights and the risks and rewards of each model. Practical examples of costing structures are given including a comparison between the "cost-up" and the "market down" methods and some time is devoted to the importance of preparing and managing co-edition schedules.

Our course trainer Ed Glover draws on extensive experience gained through his positions at MacDonald Publishers as Rights Director and at Octopus as Sales & Marketing Director. Ed is an experienced trainer and has presented a number of seminars in Bologna, London and Frankfurt.

<p>Publishers, Authors, Illustrators, Translators and Copyright</p> <ul style="list-style-type: none">• Author and Illustrators' rights• Translation Rights• Translator Rights• Royalties and 'Net Receipts' <p>Co-edition (manufacturing) Agreement</p> <ul style="list-style-type: none">• Parties to the Agreement• Specifying: form, language, territory and period• The 'Consideration'• Price and Quantity• Payment terms• Publisher's warranty• Schedule• Specification• Disputes and Reversions• Legal dominion <p>Co-edition (manufacturing) Agreement</p> <ul style="list-style-type: none">• Choosing to co-print rather than licence• Risk and return	<p>Co-edition (manufacturing) Agreement – cont'd</p> <ul style="list-style-type: none">• Suitability of content for target market• Importance and problems with colour images• Technical issues concerning layout formats <p>Pricing Methods</p> <ul style="list-style-type: none">• How to calculate 'Cost-up'• How to calculate 'Market-down'• The pros and cons of each method <p>Scheduling</p> <ul style="list-style-type: none">• Length of translation• Production schedule• Delivery time• 'Elephant trap' safety period <p>Credit and Credit Terms</p> <ul style="list-style-type: none">• Terms of trade• Banking documents• Credit Checks• Trade References
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Time: 9.30am - 4.15pm

Venue: Imago, Albury Court, Thame, Oxfordshire

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