



The Association of
Learned & Professional
Society Publishers

Getting the most from Journal Publicity

Wednesday 20th November 2013 – Full Day

Woburn House Conference Centre, 20 Tavistock Square, London, WC1H 9HQ

Delegate Comments

'Very informative, practical and targeted course. The tutor was able to share the wealth of knowledge but she also gave individual tips, adjusted to my particular situation, position and needs. I really feel after this course that I know enough to carry out good PR campaigns to our journals. Thank you!' Maria Hryniewicz, Versita

'I enjoyed the entire course, thank you. It's been useful in terms of finding out where we need to improve our system for publicity.' Elinor Hughes, Royal Society of Chemistry

'Just right, excellent! Very inspirational.' Ros Clarke, Emerald Group Publishing

'Very comprehensive overview of topic. Lots of practical examples. Case studies excellent.' Janie Foote, Faculty of Sexual and Reproductive Healthcare

'Good exposure to the various marketing channels to promote journals/journal articles.'
Sharmeen Mayet, Wolters Kluwer

'Very enthusiastic and engaging speakers. I took away some good ideas and it's got me thinking about how I can use publicity (article level) within integrated mix.' Naomi Blumsom, Sage Publications

Overview

Maximising spend and achieving effective marketing requires the implementation of an integrated strategy that uses a variety of marketing tactics. Publicity is a key tactic in this arsenal, but to be effective it must be considered as a part of the overall plan. Too often publicity is implemented as an isolated method that fails to fulfil the overall journal objectives or expectations of the society/author/editor. This workshop will show you how to use this key tactic effectively and ensure the success of your marketing efforts.

Tutors

Alexa Dugan, Wiley-Blackwell and Julia Lampam, Wiley

Programme

- How to integrate publicity into your online and print marketing plans
- How to spot a paper with publicity potential
- How to implement an article publicity campaign for a paper including: writing an effective press release, where and when to distribute, how to measure success
- Using social media as a publicity tool
- How to manage your expectations and those of your editor/society/author
- Product publicity including; when to use, how to write a release, who to target
- Using other publicity opportunities including working with: journalists, societies or organisations, media centres, and scientific conferences
- Working with authors who wish to publicise their paper themselves.

To book: <http://www.alpsp.org/Ebusiness/Meetings/Meeting.aspx?ID=319>
or email trainingadmin@alpsp.org