

## Day 1

### BUYING AND SELLING RIGHTS: A PRACTICAL WORKSHOP FOR PUBLISHERS

9.30 -9.45 Introductions

9.45 – 11.15 BUYING RIGHTS

Why buy rights?

Researching potential projects

Making the first contact by mail or e-mail

Book fairs: planning appointments; the book fair appointment (buying); market research; book fair events

11.15 – 11.30 Break

11.30 – 1.00 Negotiating terms; provision of duplicate production material

Model contract (i) English language (e.g. from USA)

Model contract (ii) Translation licence

After the contract

1.00 – 2.00 Lunch break

2.00 - 3.30 SELLING RIGHTS

Why sell rights?

What resources do you have? People, time, money

Identifying titles with international potential

Preparing sales material

Prioritising key licence markets

Market research to identify potential licensees

3.30 – 3.45 Break

3.45 – 5.15 Making the first contact by mail or e-mail

Book fairs: planning appointments; the book fair appointment (selling); market research; book fair events

## DAY 2

9.30 – 11.15 SELLING RIGHTS (continued)

Negotiating terms; provision of duplicate production material

	Model contract (i) English language reprint
11.15 – 11.30	Break
11.30 – 1.00	Model contract (ii) Translation licence
	Model contract (iii) Translation (coedition)
	After the contract
	ROUNDUP
1.00 – 2.00	Lunch break
2.00 – 3.15	AUTHOR-PUBLISHER CONTRACTS : A PRACTICAL WORKSHOP FOR AUTHORS
	The author-publisher relationship – submitting a project direct or via agent
	Negotiating terms
	Author responsibilities: delivery of acceptable manuscript on time in agreed format; proof reading; assistance with promotion
	Publisher responsibilities; control of design, production, promotion and sale;
	Deadline for publication (if ms delivered on time); promotion of additional rights granted
3.15– 3.30	Break
3.30 – 5.15	Model author contract (i) Trade title
	Model author contract (ii) Educational/academic title
	ROUNDUP