

## **Washington Publishers Program Archive: 2014-2015**

**President: Kathleen DeBoer, OECD**

**Vice President: Valentina Kalk, Brookings Institution**

**EVENT:** What did you read this summer?

**Date:** Wednesday, September 24

Join us for open mic, drinks, and generous hors d'oeuvres. This is a chance for you to meet new members and reconnect with old ones. It's time for all of us to remember why we got into this business in the first place: we love to read!

So let's learn from each other. Did you read anything great, terrible, or just so-so this past summer (or any time really)? Tell us about it in three minutes or less. Use your imagination and sense of humor. There will be prizes!

This is also a bit of a marketing research exercise that should benefit editors and sales and marketing people alike.

Here are some basic talking points we want you to cover, in addition to anything else you want to say in up to three minutes:

- How did you learn about this book (word of mouth, book review, book club, advertisement, or other source)?
- Why did you decide to read it?
- How did you like it?
- Would you recommend reading it?

Doors open at 6 p.m. After I make a few brief announcements, the open mic will start promptly at 6:30. We have enough time for 30 speakers. You may eat and drink throughout the presentations.

### **November 2014**

**EVENT:** Fresh from Frankfurt

**Date:** Thursday, November 6

Didn't have a chance to attend Frankfurt this year? We will meet to hear from our colleagues who have recently returned from the Frankfurt Book Fair to discuss all things international. The panel will include Valentina Kalk of Brookings, Bruce Samuelson of Bernan, and Gordon Fournier of National Geographic.

Event summary:

The evening began with about an hour of socializing. Then the four panelists (Richard Brown, Gordon Fournier, Valentina Kalk, and Bruce Samuelson) introduced themselves and summarized their main business reasons for attending the Frankfurt Book Fair. Those were to sell rights, meet with distribution partners, find new distributors, and stay on top of new developments in the industry. Bruce added that keeping in touch with industry friends was a very important benefit of regular attendance. Richard Brown noted that attendance was down 2% from last year and has been in decline for the past seven years. Costs and benefits of attending were discussed with the conclusion that even if one didn't break even or make a profit every year that it was a long term investment in an organization's international business. When asked what advice they would give to someone attending for the first time, they advised: getting there at least a day early and more if possible; making appointments several months in advance, preferably for Wednesday which is when the important people who can only stay a day or two are there; wearing comfortable shoes; making sure to leave time to walk the show to see what other people are publishing/promoting; and making time to have some fun with friends to keep those professional friendships going.

**EVENT:** Young Professionals Fall Happy Hour

**Date:** Wednesday, November 12

You are invited to mix and mingle with other young publishing professionals at the WP Young Professionals Fall Happy Hour! This is a great opportunity to meet your peers and provide input on the types of events and speakers you would like to see hosted by WP throughout the next year.

About YPG: The Young Professionals Group is an initiative of Washington Publishers that strives to give young employees in the publishing industry a chance to build a community and educate themselves about the publishing industry. The group is open to any active Washington Publishers member who is 35 and under and currently employed as a book industry professional or enrolled in a book publishing graduate program.

**EVENT:** All About Journals

**Date:** Wednesday, November 19

What's new in Journals Publishing? What hasn't changed? Come learn and contribute your thoughts. This will be a panel discussion covering marketing, editorial, production, open access, business models and anything else you want to know about the business of publishing journals. Panelists include: Danny Lambert, American Society of Hematology, Barbara Meyers Ford, Adjunct Faculty, Masters in Publishing Program, George Washington University, and Kathleen DeBoer, OECD and Adjunct Faculty, Masters in Publishing Program, George Washington University. We will encourage lots of audience participation.

**EVENT:** Holiday Party

**Date:** Wednesday, December 10

It's time again for the Washington Publishers Holiday Party! This year, our event will take place at the National Press Club. Please join us for drinks, heavy hors d'oeuvres, and an evening of holiday cheer. A few notes:

- Tickets will cost \$20 for members and \$25 for non-members. We will be accepting cash or check at the door. Alternatively, you can pay online via PayPal below.
- As we've done in previous years, we will collect children's books for a donation to The Reading Connection. For some ideas for books to donate, here is the Reading Connection's wish list of books.
- Please bring a new or gently used book for our white elephant book exchange.

**EVENT:** Acing the Interview

**Date:** Wednesday, February 25

Wherever you are in your career you can always benefit from polishing your interviewing skills. Our panel will include John Lalor, VP of Sales for National Geographic, Nilar Chit Tun, newly hired Sales and Marketing Officer at OECD who teaches at American University, and Glenn Landis, Editorial Director at American Society of Hematology.

The panelists will discuss what attributes and skills they look for during an interview and how they go about uncovering those attributes. They will go over some interview Do's and Don'ts and give you their best advice for acing the interview. We look forward to a lively Q&A after the panel discussion.

As usual, there will be a social hour with food and drink from 6-7PM free to members and \$20 to nonmembers. The panel will begin at 7PM.

## March 2015

**EVENT:** Digital Business Models

**Date:** Thursday, March 19

This will be a panel discussion on the challenges and opportunities of different digital business models. Panelists will include Laura Leichum (Georgetown University Press), Charlotte McNaughton (American Society of Civil Engineers), Anu Prabhala (Council for Exceptional Children), and Kathleen DeBoer (OECD). They'll discuss how their organizations reach their target audiences, how content differs across platforms, how to adapt digital strategies to changing demands, and much more. Please join us!

**EVENT:** Washington Publishers Book Design and Effectiveness Awards

**Date:** Friday, May 15

The event featured an interactive forum with judges, the designers and editors of winning entries, and the audience. All books submitted to the competition were put on display, with the winning entries shown prominently. After the ceremony, books entered in the competition were donated to the DC Public Library.

**Best of Show:**

Conversations: African and African American Artworks in Dialogue