ADVANCED DIGITAL PUBLISHING INSTITUTE (ADPI)

Ebooks are Just the Beginning!

Center for Publishing
DO YOU HAVE THE EXPERTISE NECESSARY TO SUCCEED IN TODAY’S RAPIDLY CHANGING DIGITAL PUBLISHING ENVIRONMENT?

The NYU School of Professional Studies Center for Publishing can help you to acquire the skill sets needed to advance and to achieve at the executive level. Following the overwhelming success of the Advanced Publishing Institute, a comprehensive, two-day educational program for publishing professionals, the Center for Publishing will launch the Advanced Digital Publishing Institute (ADPI). Beginning March 1, 2015, this highly specialized program will offer a series of online courses designed for mid- to senior-level book publishing managers and executives in the U.S. and abroad, to help them improve their digital knowledge and to learn new strategies.

ABOUT THE PROGRAM

ADPI will focus on three content areas that are fundamental for digital success: **Discoverability**, **Social Media Marketing**, and **Book Business Transformation: New Methods and Models**. It will provide hands-on, practical course content taught by Center for Publishing faculty members who are top experts in their fields. This is an educational institute, not a conference, so you are sure to be taught the skills and strategies that will prepare you for what’s next in digital publishing.

ADPI will consist of concentrated, four-week online courses that are supplemented by lectures and interactive learning, and that are supported by key readings. Small class size will encourage interaction with professors and with publishing peers. Each four-week course will consist of two-and-a-half hours of study weekly: one hour of lecture and one hour of group and interactive projects, with a half-hour reserved for questions for the professor and virtual office hours. Three introductory courses will be offered upon launch of the program, with additional courses delivered as the program grows and matures.

Content development will be based upon industry demand and the needs of our students, ensuring that what is taught online is immediately applicable in the workplace.
DISCOVERABILITY: FOUR STEPS TO SUCCESS

Helping consumers to discover titles is one of the most daunting challenges that publishers face in an increasingly crowded online sales environment. This course will explore how publishers can improve the discoverability of their titles through the use of four targeted approaches: Search Engine Optimization (SEO), Pricing Strategies, Retailer Programs, and Book Recommendation Sites.

• Explore the latest and best practices for utilizing descriptive metadata and effective keywords in relation to SEO. Understand the growing importance of Social Media Optimization (SMO) as search engines begin to identify social signals to rank content.

• Determine what pricing strategies work best for your titles, including price reductions, giveaways, and the role of backlist and series promotions. Understand the optimum length and timing of a price promotion, as well as the value of increased sales volume vs. revenue. Become familiar with differing strategies for fiction and non-fiction titles. Learn how to work with existing sites that promote ebooks with price reductions, while preparing to take advantage of new opportunities in the pipeline.

• Establish the most effective way to work with ebook marketing programs at key vendors to best promote your titles. As these retailers expand globally, learn how to position your titles in the international marketplace.

• Understand how you can make reader recommendation sites your partners in promoting your titles, as well as how to use these social networks to stimulate book discovery through sharing.

In addition, the course will include a discussion of analytics: how to gather and understand data to make better marketing decisions.

Who should enroll in this course: managers and directors who want to learn and to expand their knowledge of how to promote discoverability and digital products through retail, promotional partners, and direct-to-consumer sales.
ADVANCED SOCIAL MEDIA INTENSIVE

In the world of publishing, having a Facebook and a LinkedIn account is just the beginning. The effects a strategic social media presence can have on a publishing business are often underestimated. While you may think you have a firm grasp on how to use social media to extend your brand and enhance your author platforms, this course will help you better understand the ways consumers interact with brands and businesses through the use of social media, and how your efforts can make or break brand loyalty. The key to brand success in today’s marketplace is the engagement of your reader community—both online and off—across all of the social media platforms they’re using. Learn how to take your social media strategy to the next level:

- Discover the newest trends in social media and understand which established and emerging platforms are most effective for achieving your marketing objectives.
- Analyze the numbers behind who’s using which platforms, why, and for what, and how a comprehensive content strategy translates to sales.
- Explore real case studies that highlight the ways in which publishers are using social media to innovate and to achieve their goals.
- Learn how a brand’s user experience (UX) and a platform’s interface can support or hinder a social media campaign, and how publishers can create a social experience that will keep customers coming back.
- Discover how brands of all kinds are turning to gaming (contests, sweepstakes, promotions) to expand their social media efforts, increasing traffic, engagement, sales, and brand awareness.
- Examine the roles of the reader/influencer and how to identify, encourage, and employ community advocates, empowering them to help manage the social conversation.
- Examine social listening and understand how the results can drive marketing and editorial decisions.
- Understand the return on investment in social media and how analytics are used to improve the business. Learn about best corporate practices—from creating social media guidelines to enforcing best practices and guidelines across all platforms.
- Discover how C-suite executives have a crucial role to play in social media, for their businesses and for themselves.
- Understand how authentic social media efforts lead to more transparency and a greater level of trust between consumers and brands.
- Explore new platforms and consider how publishers decide which ones to try next.

Who should enroll in this course: managers and directors in marketing, publicity, advertising and promotion, and editorial.
BOOK BUSINESS TRANSFORMATION: NEW METHODS AND MODELS

As ebook sales have flattened, publishers have needed to look to other business models for their continued sales and revenue growth. Smaller digital-first and digital-only companies have shown how being innovative and nimble can lead to healthy profits. Larger publishing houses also are experimenting with new business models and modifications of the old formulas. In this course, learn how publishers across the spectrum are dealing with the shifting landscape through new approaches to the traditional relationships with authors and customers. Discuss and evaluate answers to the questions: are we moving fast enough to find new business models? Are we being overly cautious... or cautiously optimistic?

- Explore alternative revenue or author partnership models—does moving towards a low- or no-advance, higher royalty structure make sense for your business? Will it attract new authors or alienate your existing ones?

- Consider whether the book industry needs more “Netflix for Books.” Do you? Learn what subscription services offer to publishers. Explore whether these services expand the market through greater discoverability or cannibalize sales.

- Discover how publishers—big and small—are getting closer to their readers through direct-to-customer sales, and how what they’ve learned impacts editorial and marketing decisions. What resources and innovations are needed on the publisher side to support this new sales channel? What’s the value of pivoting from B2C to B2B? What strategies and resources are involved?

- Learn how new printing technologies and print-on-demand (POD) have transformed the supply chain. Even large publishers are turning to POD as a way to reduce inventory and cut costs. Examine the move towards a low- or no-inventory model or digital-only publications, and whether it makes sense for your business.

Who should enroll in this course: managers and directors in editorial, marketing, sales, finance, and other mid- to senior-level professionals who are eager to expand and enhance their knowledge of digital media.
ABOUT THE FACULTY

Learn from leading publishing executives who also are experienced teachers at the renowned NYU School of Professional Studies Center for Publishing.

Discoverability: Four Steps to Success: Matt Baldacci

Matt Baldacci is vice president of marketing for Scholastic, Inc.’s Trade Publishing division. Until recently, he was vice president, marketing and sales operations, St. Martin’s Press at Macmillan. He was responsible for analysis of marketing efforts, metadata and discovery initiatives, and managing the overall marketing budget. His 20 years of experience marketing adult and children’s books have included roles at DK Publishing and at Simon & Schuster. Baldacci earned an undergraduate degree from Colgate University and an M.B.A. from the NYU Stern School of Business.

Book Business Transformation: New Methods and Models: Peter Balis

Peter Balis is vice president and director, business development, global digital books at Wiley, where he is responsible for the management of electronic sales and distribution, including projects related to ebooks, POD, mobile applications, and global business development. Previously, he had been Wiley’s director of online sales and director of digital business development. Peter earned an undergraduate degree from NYU and a graduate degree from Southern Methodist University.

Advanced Social Media Intensive: Kristin Fritz

Kristin Fritz is the senior director of content marketing in the Digital Operations Group at Penguin Random House (U.S.), where she manages the corporate social media program, including the U.S. social media team, strategy, and execution. She manages the content vertical program, consisting of the sites Word & Film, Suvudu, Biographile, and Everyday eBook. Fritz is one of the Penguin Random House corporate trainers. Previously, she was director of digital content for the company. She earned an undergraduate degree from Rutgers, the State University of New Jersey-New Brunswick.
COURSE OF STUDY

March 1-27, 2015

During the designated one-month course period, participants will be able to log in to the weekly ADPI lectures each Sunday-Tuesday at their convenience. On Wednesday, Thursday, or Friday of each week, they will log in at set times (generally 12.30-2.00 p.m. EST) to work with their professor and fellow students in a live online session and participate in group activities to further learning. To supplement the virtual classroom experience, group work, forums, and other interactive projects will be available between sessions. A final project will serve as an important assessment tool for knowledge learned during the four-week course.

COST OF STUDY

Each ADPI four-week online course, including lectures, interactive activities, and faculty-student office hours, costs $999.

For those who enroll in more than one course, for NYU School of Professional Studies M.S. in Publishing: Digital and Print Media alumni, and for alumni of the NYU Advanced Publishing Institute (NYU API) held in September 2012, a 10% reduction ($899) is available.

APPLICATION REQUIREMENTS:

Prospective students must submit a one-time application to ADPI to determine their eligibility to register for courses. Program space is limited, and acceptance into ADPI does not guarantee registration into specific courses once they are filled. Please see the Application Form at sps.nyu.edu/publishing/adpi for more details.

You may enroll in one or more courses simultaneously to advance your career and to increase the breadth and depth of your digital knowledge. Please apply now for admission to ADPI.

Applications for the March session of ADPI will be accepted through February 1, 2015.

For further information, e-mail adpi@nyu.edu or visit our website at: sps.nyu.edu/publishing/adpi
The NYU School of Professional Studies Center for Publishing offers a range of innovative programs in publishing and digital media:

- **The Master of Science in Publishing: Digital and Print Media**, a 42-credit graduate program, now in its 18th year preparing students for careers in books, magazines and digital media. For more information, please visit [sps.nyu.edu/mspub](sps.nyu.edu/mspub)

- **The Summer Publishing Institute**, a six-week intensive for recent college graduates and young professionals interested in entry-level careers in media. For more information, please visit [sps.nyu.edu/spi](sps.nyu.edu/spi)

- Executive education programs on campus and abroad.

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