

# DELIVERABLE REPORT

<b>Grant Agreement n°:</b>	101056062
<b>Project acronym:</b>	LIT - UP
<b>Project Title:</b>	<i>STRATEGIES TO SUPPORT LANGUAGES EQUALITY THROUGH LITERATURE</i>
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<b>Start date of project:</b>	01/06/2022
<b>Duration of project:</b>	42 months
<b>Deliverable n° &amp; name:</b>	D2.1. Training materials of the course how successfully prepare and work foreign rights events
<b>Due date of D:</b>	Friday, 30 <sup>th</sup> June 2023
<b>Actual date of D:</b>	
<b>Participant responsible:</b>	EEE
<b>Project coordinator:</b>	AEPV
<b>Project website address:</b>	<a href="https://litup-project.eu/">https://litup-project.eu/</a>

## Dissemination Level

<b>PU</b>	<b>Public – Fully open (Automatically posted online)</b>
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<b>SEN</b>	Sensitive – Dissemination which could cause varying degrees of prejudice to the interests. Access limited under the conditions of the Grant Agreement.

## Version Control Log

Version	Author	Description of Changes	Date
V1	EEE	First draft version	23/06/2023
V2	Malinc	Second draft version	27/06/2023
V3	AEPV	Revision of the draft	30/06/2023
V4	AEPV	Final release	02/07/2023

### I. Approval

This document has been approved by:

Name	Title	Date	Version
Marian Val	Coordinator project	02/07/2023	V4

### II. Scope of the deliverable and objectives

Report in pdf format presenting the training programme, its objectives, its contents and a resume on the evaluation from participants.

# Contents

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## 1. Introduction

### 1.1 The training on How successfully prepare and work foreign rights events.

The training on how to successfully prepare and work foreign events for publishers during different kinds of events, this educational course has been coordinated by Editoreak with the help of the other participants of the Lit-Up project, especially with the partners AEPV and Malinc.

The course has been designed as a 20-hour study workshop through the MOODLE platform and will be available to registered participants throughout the Lit-Up Project, and is aimed at publishers, authors, students, prescribers and institutions from the book world.

The objective of the training is to train publishers in how to work successfully at promotional events, fairs, international trade fairs, foreign rights events that are described in WP2 objectives, and that it is considered there as the first part of this training focused on international fairs and rights events for publishers. This training is allocated in Task 2.2. Training on how to successfully prepare and work foreign rights events.

Regarding task description target objectives for publishers are foreign rights saloons, trade fairs, and other specific events for rights working. The training was planned to be done online through the moodle platform developed to allocate training in Task 2.1. The course will be structured in training objectives, learning outcomes, different contents presented in a good methodology and finally an evaluation.

This training is very relevant to LIT-UP objectives of reinforcing publishers' skills and helping them to build capacity in promotion of works at international fairs.

Minority language publishers have a hard time competing with the big brands and with global language publishers. Their softer structures does not help them to cope with this strong competence. It is in this context in which help them to build capacities becomes more necessary. Even though all languages have the same potential to develop, less used languages are not in the same situation than more used languages. This course has been and continues to be an opportunity for these publishers and their authors to learn some tips to help them compete in the global marketplace, to participate successfully in international promotion events and to develop skills to take advantage on their participation.

## 2. Training objectives

### 2.1 Training and pedagogical objectives

The main objective of the Project: Its aim is to develop in authors and publishers, working with lesser used languages and with a medium and small size, several fundamental skills and knowledge to help them work abroad with success and be able to compete in a global market.

The course will work on the preparation previous to the event, the work to do during and finally, the work to do to follow contacts and convert those contacts in sales or boughts of works.

These are the questions we have answered with this course:

For years, all publishing companies, even the smallest, have been aware of the importance of internationalisation. Today it is essential for the survival of some publishing houses, whether to buy or to sell. Publishers and literary agencies have been participating in various international book fairs for years, and some questions have to be considered:

- Are we doing it right?
- Are we sufficiently organised, when it comes to them?
- Are we sufficiently organised when it comes to going to the fair?
- Is the expense profitable?
- Is it true that we have to prepare many months in advance or is it a legend?
- How can we minimise the impact of the volume of work and the cost of the participation in a trade fair?

These questions open the following pedagogical objectives for students participating in the course:

- Strategic decisions about the opportunity of participating in a fair.
- The knowledge of the market
- The interest in selling rights or buying
- How to prepare the fair
- How to organise the participation
- How to work the fair and the post-fair
- Which timelines have to be considered to have a successful participation
- Which investment is necessary to do

### 2.2 Targets

Following the task description and its aim, this educational course was aimed at publishers, authors, students, prescribers and institutions. To this end, invitations were sent to the project partners, who in turn disseminated the workshop among their professional contacts.

### Target Groups:

- Publishers,
- Booksellers,
- Authors (poets, writers; translators, illustrators),
- Librarians,
- Literary mediators,
- Teachers and educators,
- Students.

111 people from 12 different nationalities are enrolled in the course.

## 2.3. Methodology

### **The work process to carry out this activity has followed the following steps:**

- Configuration of the Moodle platform by Malinc
  - <https://spanskavas.com/> and determination of the proper teaching/learning methodology
- Various meetings and workshops with the facilitator Karin Elena Sánchez (Malinc Publishing house) oriented to the preparation of the learning materials (October and November 2022, January and February 2023).
- Preparation of the 1st module of training (Management of National and International Book Fairs) by Editoreak.
- Invitation and promotion of the first module (March, April 2023).
- Launch of the first module in Book fairs (May 2023).
- Evaluation of the 1st module (June 2023)

### **The course on the Moodle platform has been composed of 5 chapters and the forum:**

- 1- Learning materials: videos, articles, lectures - 7 hours of learning
- 2- Forms to use: working sheets, checklists, contracts – 1 hour
- 3- Life workshop, ZOOM platform - 4 hours
- 4- Learning from practice: Dos and DON'Ts - 4 hours
- 5- Ask an expert - 4 hours.

### **DIRECTED INDEPENDENT LEARNING as a learning methodology used in this training:**

All the materials are up-loaded in a Moodle classroom, so the learners (registered students) can access them in the period of 3 months when they are open to public access.

The module consists of approximately 20 hours of directed independent learning, an interesting model of learning, where on one hand the teacher identifies the objectives,

teaching content and learning activities to be developed by the student (directed), and on the other hand learners have ownership and control of their learning – they learn by their own actions and direct, regulate and assess their own learning (independent).

In other words, students have access to all the materials prepared in advance (except from on-line training) and they choose hours and intensity of their learning. However, learning is structured (diverse materials, different types of learning – reading, listening, participating ....) but the learner has a certain autonomy; as they can choose the pace, the sequence and way of learning.

## 2.4 Learning outcomes

When completed this course/module the participants will:

- understand goals and objectives of internationalisation,
- comprehend book fairs as field generating events,
- know where to start in terms of getting out,
- differentiate between different types of book fairs and know peculiarities of each of them,
- be able to efficiently prepare for the fair in terms of calendar and agenda,
- get familiar with the basics at the fair,
- get familiar with the materials and their use when selling and buying,
- know how to organise stand, booth, table, roaming,
- get all the instructions to hold the best 20-minute meeting at the fair,
- understand the importance of an efficient follow-up immediately after the fair and a few months later,
- learn what to do after the fair to preserve and upgrade its benefits,
- exchange good and bad practices from fairs,
- be able to consult with an expert about their doubts and questions.

## 3. Training materials

The course will work on the preparation previous to the event, the work to do during and finally, the work to do to follow contacts and convert those contacts in sales or boughts of works.

In all training materials and in the Moodle platform, there has been a presence of the EU co-financement with the proper use of EU flag and disclaimer.

# GETTING OUT & MOVING FORWARD

## The internationalization of publishing houses

### A training session

### By Carlota Torrents



The study materials that have been made available to the registered persons who have got access to the following resources:

#### Summary of the course:

- HOW TO CHOOSE AN INTERNATIONAL FAIR
- PRE-FAIR
  - Objectives:
    - Are we buying, are we selling?
    - Which fairs are we going to and what do we expect? Expectations
  - Calendar forecasts:
    - Well in advance
    - With some foresight
- AT THE FAIR
  - The suitcase
  - Table, own stand, collective stand
  - Roaming
  - Stand-check
  - Agenda
    - The contacts
    -
  - Sales material
    - What do I show?
    - What do I give?



- What do I take away from the fair?
- Sales and promotional material
- POST-FAIR
  - The famous Follow-up
    - How to make the follow-up profitable
    - How to build loyalty

## Materials used during the training

### *Live Workshop*

The LIVE WORKSHOP material, given by the literary agent Carlota Torrents, was held live on 25 May 2023. 4 hours live with short breaks of 7 minutes, in which all the contents included in the summary were developed.

### *Learning from practice: DO'S and DON'Ts*

This space contains 7 interviews with minority language publishers in which they explain in detail their experience at international fairs and give practical advice for publishers who are going to an international book fair for the first time.

The editors interviewed are as follows:

- Garazi Arrula. Txalaparta
- Juan Romero. Litera libros
- Victor Mascató. Triqueta verde
- Lawrence Schimel- Author and translator
- Nadia Revenga- Andana
- Itziar Irastorza- Tarttalo
- Katja Kac- Sodobnost Internacional.

### *Questions to ask*

“Ask an expert” is the space in which the participants ask Carlota Torrents about the doubts or questions that have interested them.

## Videos

- **“A day at the Bologna Book Fair”**. <https://www.youtube.com/watch?v=RNoLjNGfyxY>

Recorded at the Bologna Book Fair by Editoreak (Ana Urrestarazu), produced and translated by Aritz Branton.

Interviews with 8 expert trade fair editors.

- **"Book Fairs A Yearly Overview"** <https://www.youtube.com/watch?v=AhnMFEEczQw>

The video offers a real experience presenting 14 different fairs around the world. The video lets have account on different cultures, different countries and different types of fair with different profiles (exhibition fairs open to all kinds of publics and professional fairs.) They appear following the calendar starting with the Taipei international book fair and ending with Più Libri, Più Liberi in Rome. Furthermore it is presented 12 additional book fairs with useful data to participate. As a real experience, there are data but also other kinds of contents as images.

- **Highlights about Publishing Market:** <https://www.youtube.com/watch?v=6QamoO38HbM>

The video contains several interviews with different personalities involved in the book fairs or in the publishing sector that share their knowledge and expertise for this course. They present interesting points about the publishing market situation and about the fairs as an event.

By order of appearance:

- Why we love London Book fair
  - Marisol Schulz Manaut: We have to go digital
  - Markus Dohle: Why this is the best time for publishing & Consolidation of the Publishing
  - Chiara Valerio: A book fair is not complex but complicated to organise
  - Marisol Schulz Manaut: A professional book fair and cultural entertainment
  - Elena Pasoli: World lounge: invited publishers program & Hall 30: A traditional international hall in a book fair
- Markus Dohle IT'S IN OUR DNA TO CONSUME STORIES  
Sharjah Book Fair: Developing the publishing sector in the arab world

## Articles

- 2 articles by the well known journalist Sergio Vila-Sanjuán who talks strictly about the fair.
- 1 article by Carlota Torrents about the night at the Frankfurt Book Fair.
- 1 article by Carlota Torrents on how to make a pitch, a key point in any fair. The article includes an exercise at the end.
- 3 separate compilations of various articles from The Bookseller and Publishers Perspectives
- On copyright in Europe and its difficulties
- On the fairs themselves
- 9 other articles including practical tips.

## Bibliography



The LIT-UP project has received funding by the Creative Europe Programme of the European Union under Grant Agreement number 101056062. Views and opinions, expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



The bibliography contains references from books and videos that have been considered to design this training and all its contents.

To start with, a round table with the directors of different book fairs and a list of international book exhibitions:

## Frankfurt Book Fair 2022

### Round Table of Book fairs directors: Issues and Outlooks

- Eva Orúe: Feria del Libro de Madrid
- Joel Makov: Jerusalem International Book Forum
- Mamadou Aliou Sow: Conakry International Children's Book fair
- Rex How: Taipei International Book Exhibition

<https://www.youtube.com/watch?v=18RGoGX5i18>

### The Complete List of International Book Fairs in 2023:

<https://blog.kotobee.com/book-fairs-2023/>

The following list will show the reference lists books to develop the materials for the sessions.

- ASSOULINE, Pierre, Gaston Gallimard. Medio siglo de edición en Francia, Barcelona, Ediciones Península, 2003.
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- HERRALDE, Joge, Un día en la vida de un editor, y otras informaciones fundamentales, Barcelona, Editorial Anagrama, 2019.
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- VILA-SANJUÁN, Sergio, Guia de la Fira de Frankfurt per a catalans no del tot informats, Barcelona, La Magrana, 2007.
- VILA-SANJUÁN, Sergio, Pasando página, Barcelona, Ediciones Destino, 2

#### 4. Training evaluation

As a result of the dissemination and communication both in partners' networks and in Lit-Up's networks, more than a hundred professionals from different parts of the world attended the course. The 111 people who took part in the course, in detail, come from different countries: Slovenia, Italia, Serbia, Spain, Netherlands, Estonia, Croacia, Mexico, Paraguay, Bulgari, Russia and England and different languages: Slovenian, Italian, Serbian, Catalan, Basque, Spanish, Galician, Frisian, Stonian, Bulgarian, Russian and English.

An evaluation of the training has been planned consisting in an online questionnaire in the moodle platform with 60 questions. In some of them the numerical evaluation was required, some were open types of answers requiring the short text responses. Till June 20<sup>th</sup> we've received 13 answers and we expect to obtain more till the end of June. The questionnaire is structured in 8 sections:

- The content
- Learning materials
- Useful templates
- Live workshop
- Learning from practice
- Ask an expert
- Overall - expectations, translation into practice, exchange of experience between participants
- Open questions

Each of the closed questions that are presented in the first 7 sections are sentences that participants have to evaluate in a rank of 5 levels from the total disagreement with 1 point to the total agreement with 5 points.

#### The questionnaire and answers:

*Dear Participant of LIT-UP training,*

*We are glad that you have participated in the Management of National and International Bookfairs training within the LIT-UP project.*

*At the end of the training, we have developed a questionnaire to check the achievement of the objectives, the benefits and usefulness of the training, and the transfer of knowledge into practice. At the same time, we would like to identify suggestions for improvement and our future work. We*

would therefore like to ask you for your feedback. Most of the questions are in the form of statements, for which you tell us to what extent you agree with them. At the end of the questionnaire there are a few questions that we ask you to answer honestly, concretely and as thoroughly as possible.

The questionnaire will take you no more than 10 minutes to complete. Thank you very much for your feedback.

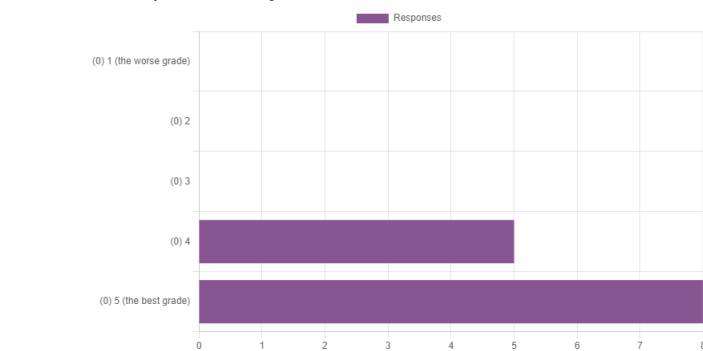
All the best for your personal and professional path

Your LIT - UP team

## The content

The content reflects the objectives of the training.

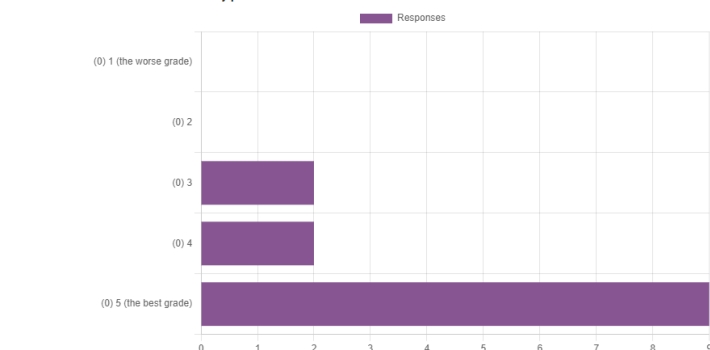
The content reflects the objectives of the training.



[Show chart data](#)

The content is useful and relevant to my professional work.

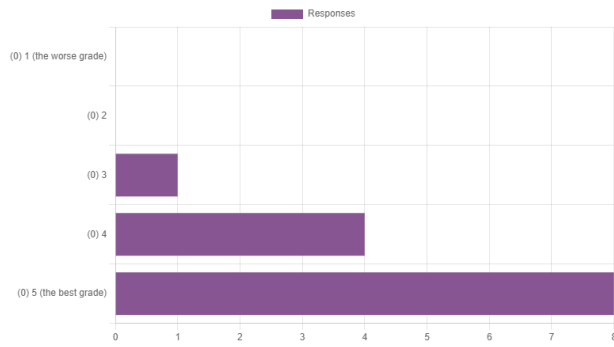
The content is useful and relevant to my professional work.



[Show chart data](#)

I have learned many new things.

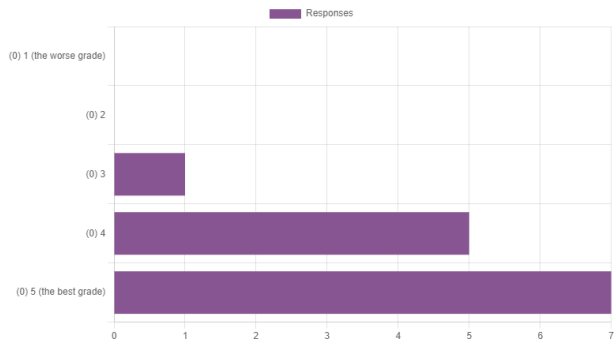
I have learned many new things.



[Show chart data](#)

This training has improved my knowledge and skills.

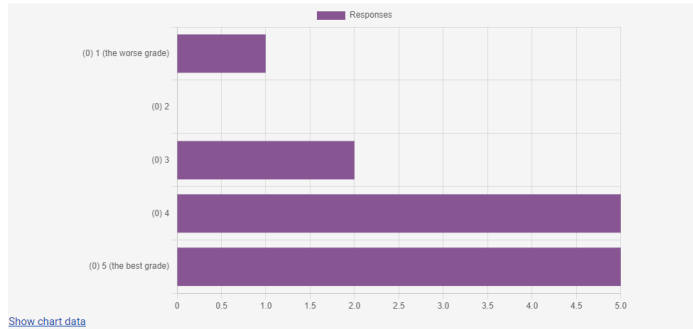
This training has improved my knowledge and skills.



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The training has given me the opportunity to make useful new acquaintances.

The training has given me the opportunity to make useful new acquaintances.

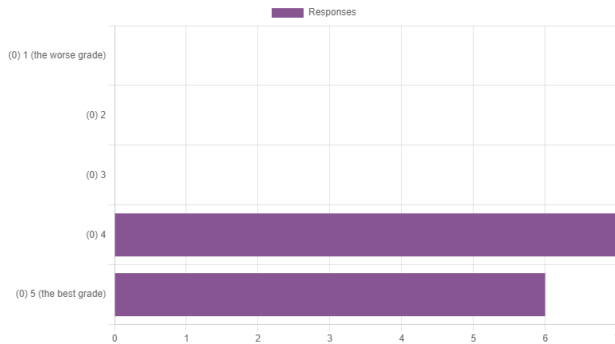


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## Learning materials

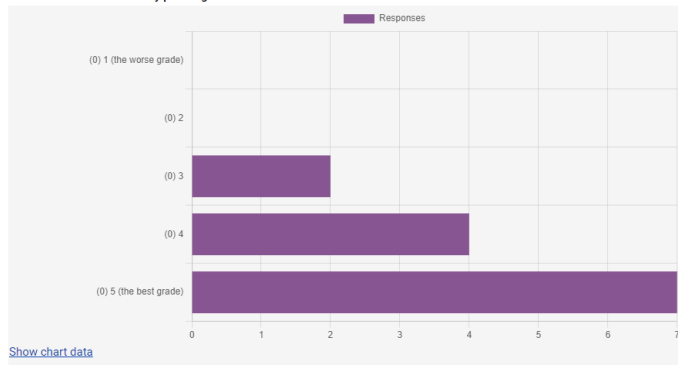
The materials are rich and comprehensive.

The materials are rich and comprehensive.



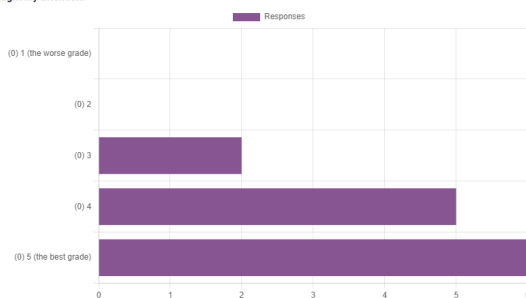
Written materials are visually pleasing.

Written materials are visually pleasing.



The videos caught my attention.

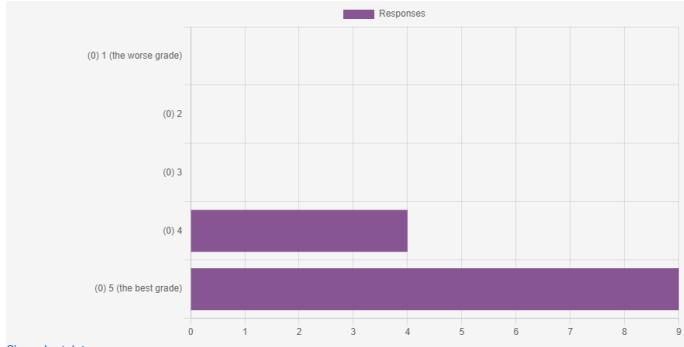
The videos caught my attention.





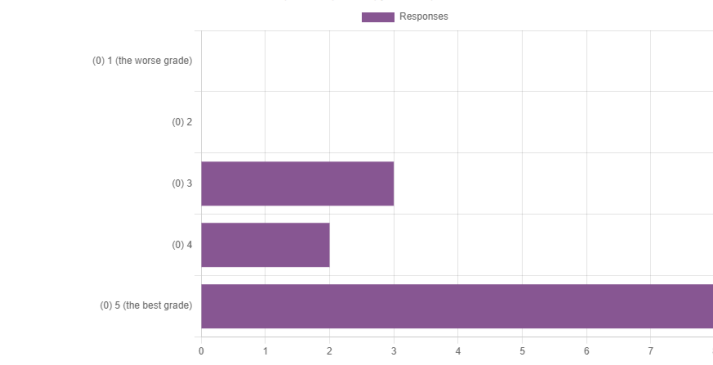
There were enough articles.

There were enough articles.



The materials and resources were varied: manuals, articles, videos, podcasts, etc.

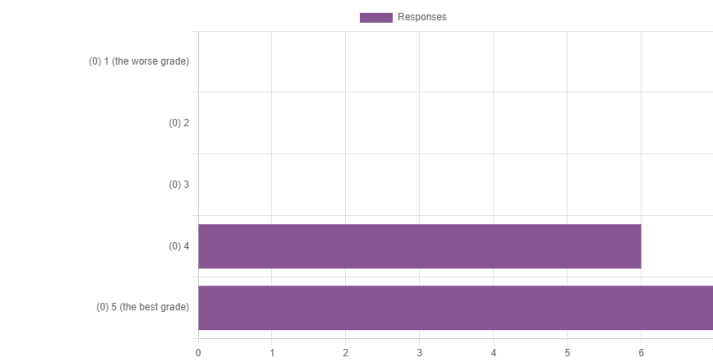
The materials and resources were varied: manuals, articles, videos, podcasts, etc.



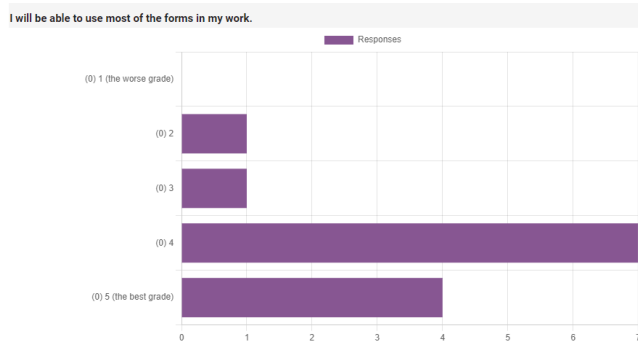
## Useful templates

The forms are clear and well structured.

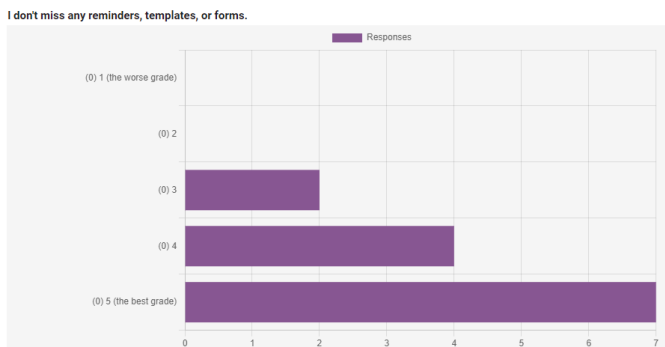
The forms are clear and well structured.



I will be able to use most of the forms in my work.

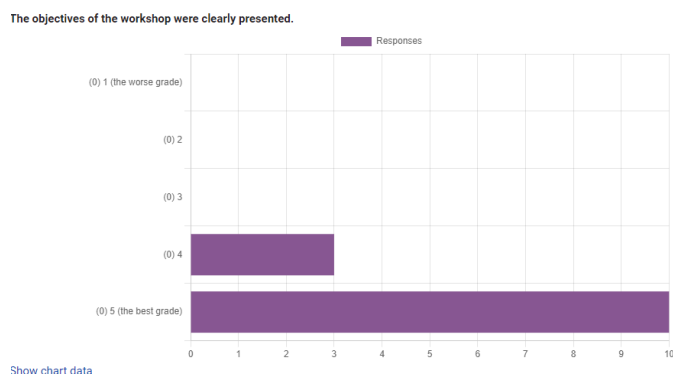


I don't miss any reminders, templates, or forms.

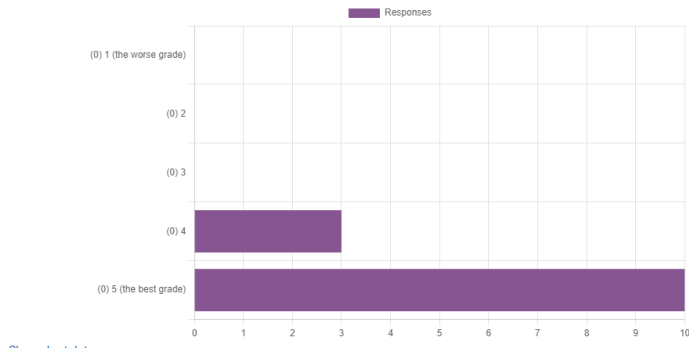


## Live workshop

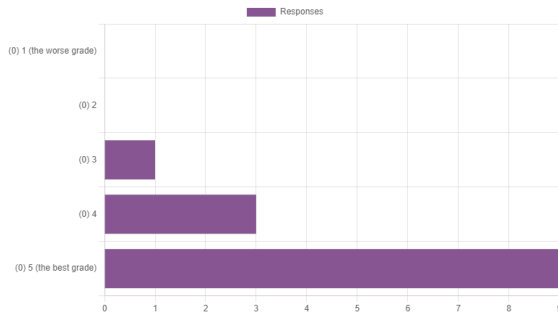
The objectives of the workshop were clearly presented.



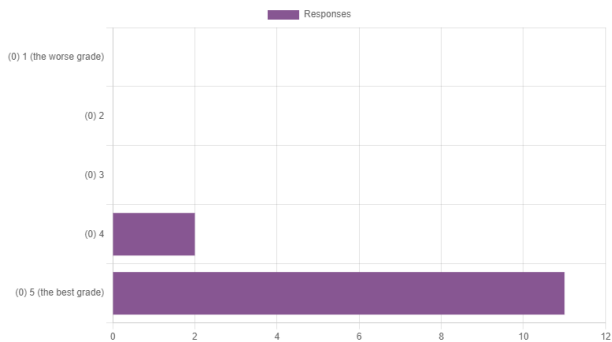
The trainer convinced me with her/his charisma and energy.



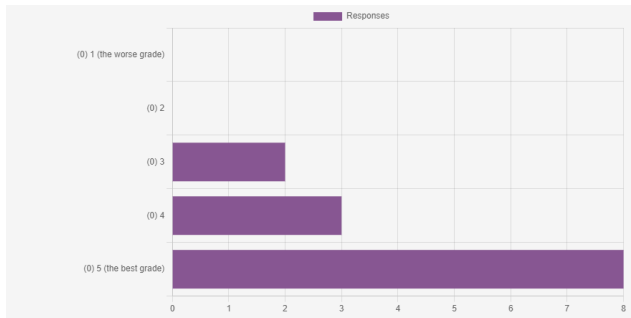
The content of the workshop complemented the rest of the training in a meaningful way.



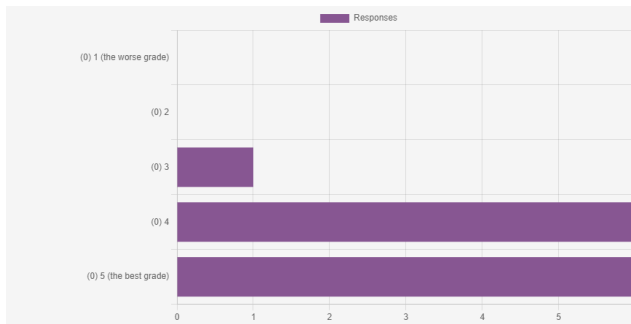
The lecturer was prepared for the workshop.



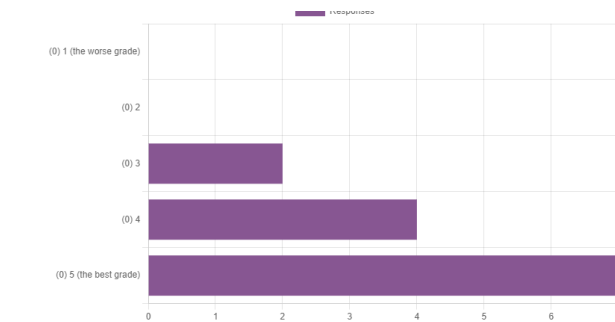
The trainer involved the participants in the workshop.



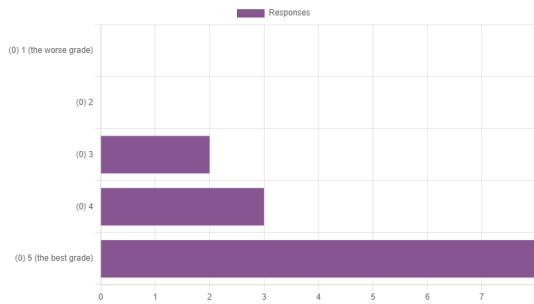
The facilitator used a variety of methods and techniques to enhance the dynamics and interactivity of the workshop.



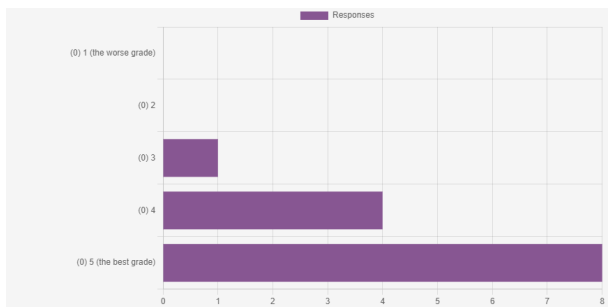
The workshop provided me with new knowledge and information that will be useful in my work.



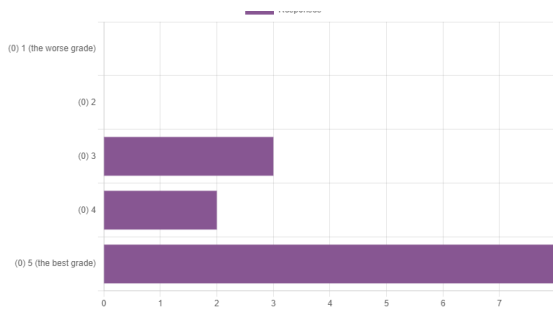
The workshop met my expectations.



The teaching materials for the workshop were useful.

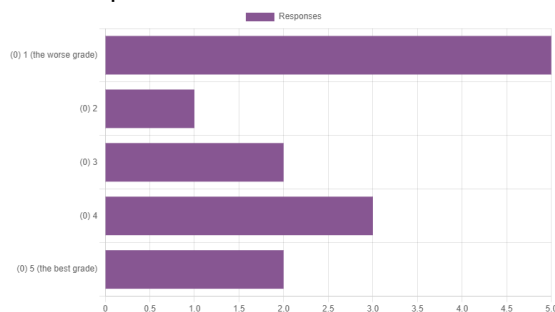


The workshop facilitator used a variety of tools and instruments.

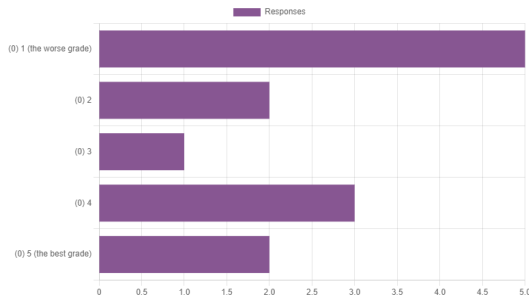


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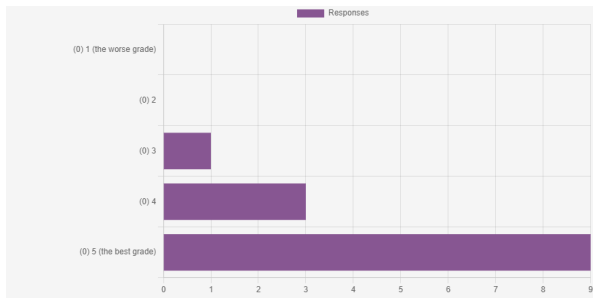
The workshop was too short.



The workshop was too demanding and I could not follow it.

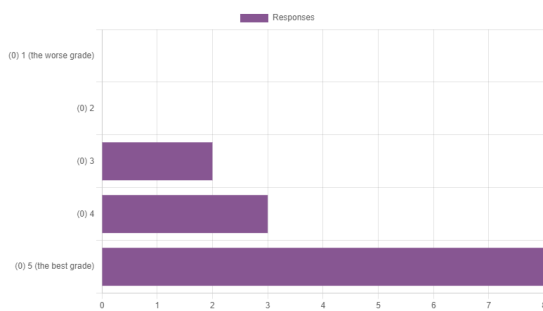


Overall evaluation of the trainer:

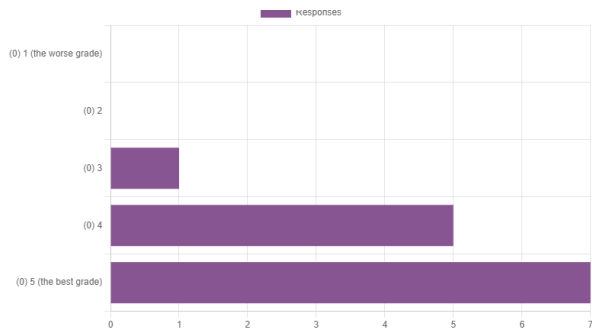


### Learning from practice

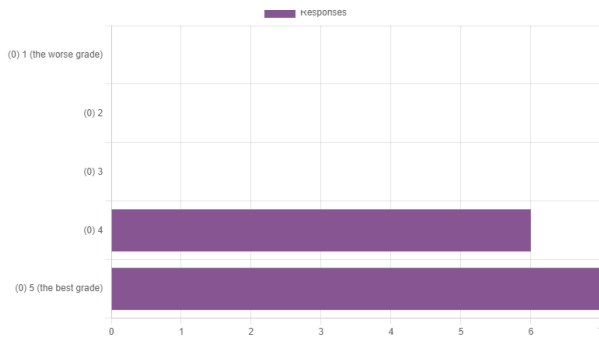
I enjoyed listening to the practical experience of experts and colleagues from practice.



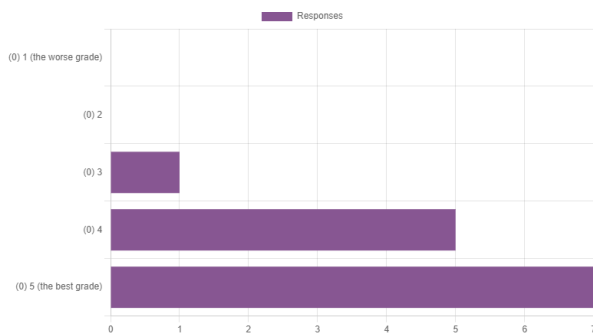
The videos helped me to better understand the content of the training.



The materials prepared were useful.

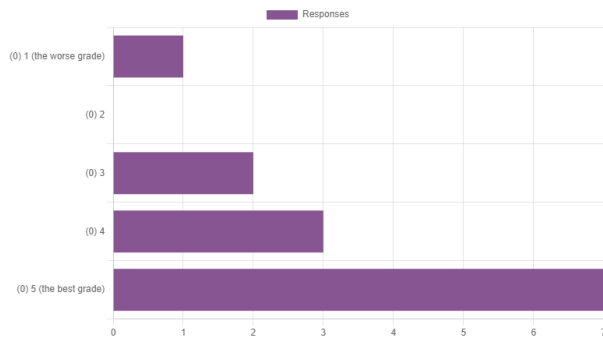


The materials are just the right length and methodologically adequate.

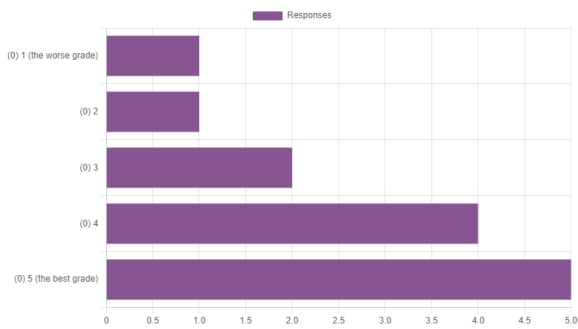


## Ask an expert

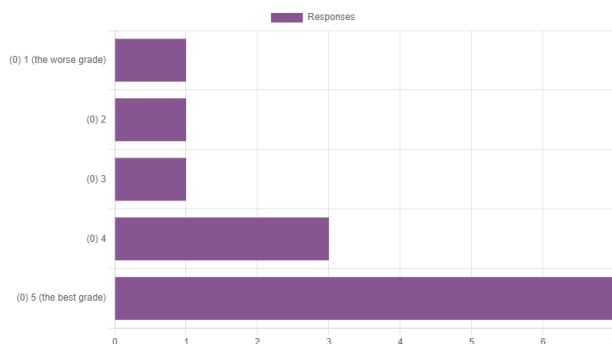
Among the set of questions, there were questions that interested me.



Some doubts related to the content of the training were clarified.

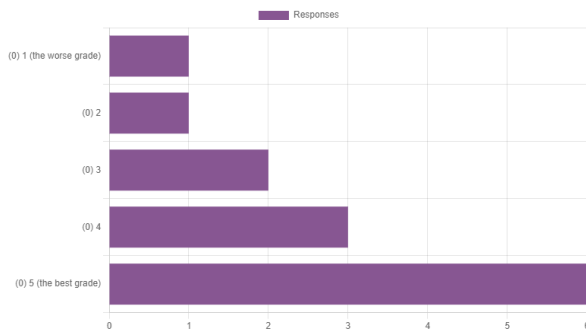


The answers were clear and rich in content.



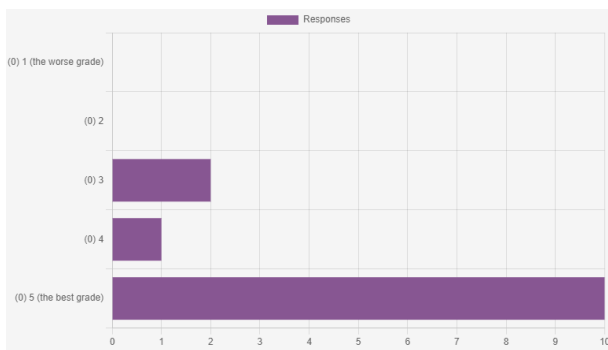
I found solutions and answers to questions that were important to me.



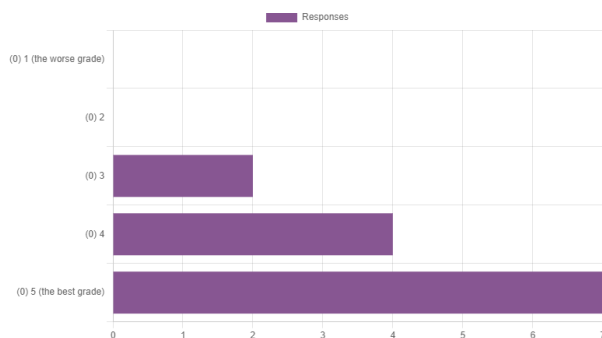


## Overall - expectations, translation into practice, exchange of experience between participants

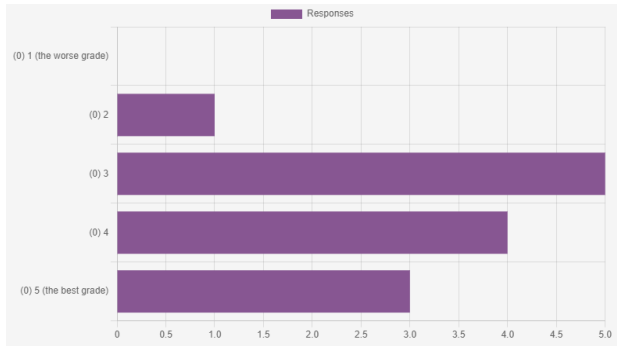
The training is methodologically diverse: written materials, videos, self-learning, live workshop, etc.



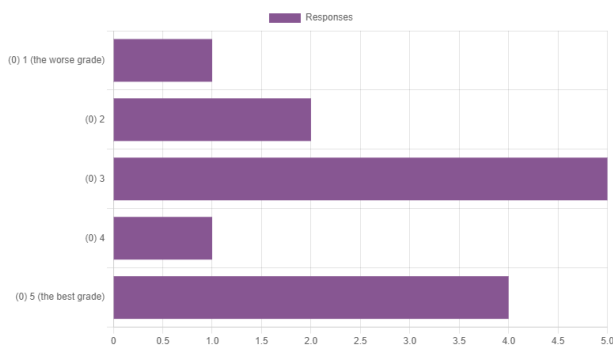
I would have liked to see more live workshops.



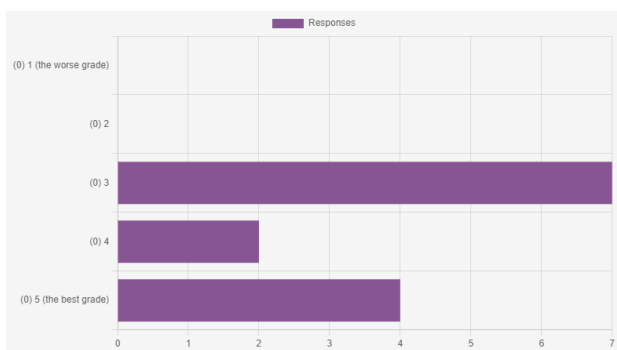
I missed the possibility to exchange experiences and knowledge with the training participants.



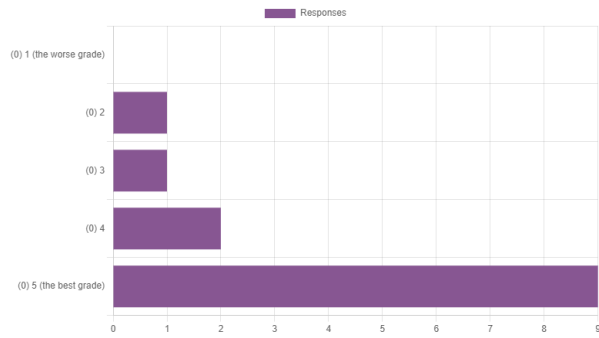
I've participated in a forum where trainees have exchanged experiences and advices.



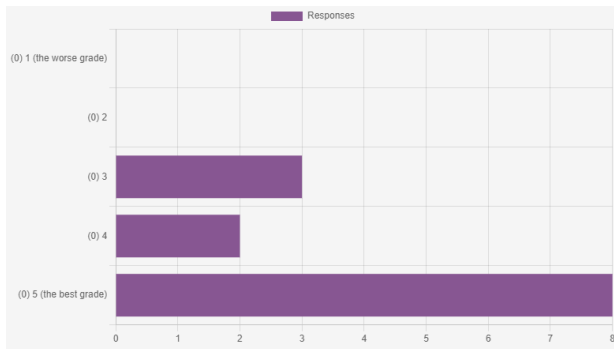
I would like to see more guided training, even if it is partly self-directed learning.



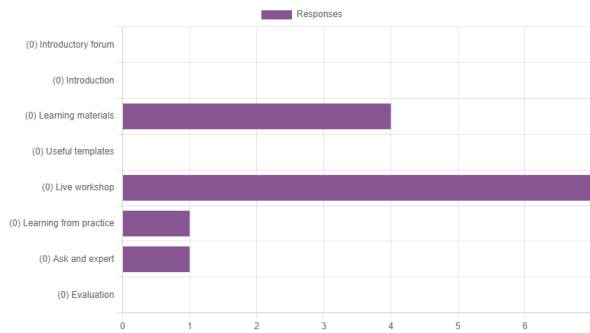
The training was designed so that I could apply what I had learnt in practice.



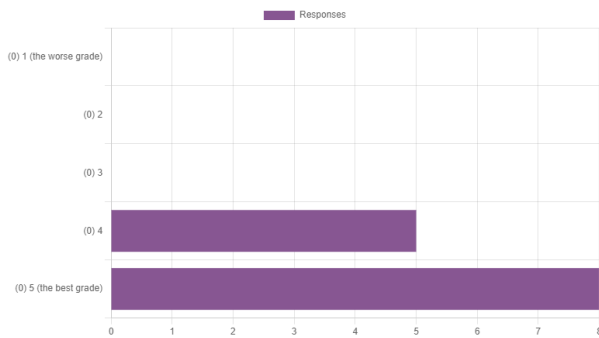
The training met my expectations.



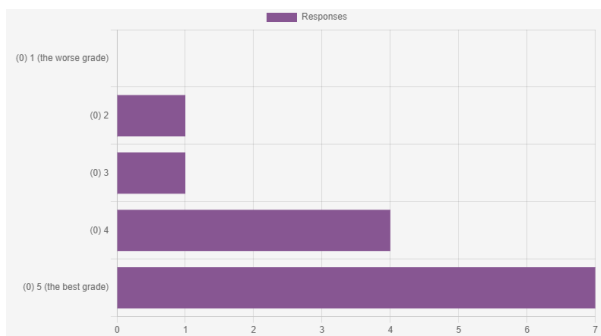
I found the chapter (NAME IT) the most useful and prepared.



## Overall evaluation of the whole training:



## The Moodle platform is user-friendly and transparent.



## Open questions

### 1. What did you like (most) about the training?

- The most interesting thing was Carlota's experience and advice.
- The whole course was presented in very interesting way.
- Many interesting and practical advice in videos.
- The indications on how to prepare written materials for the fairs and how to select and pitch books to different partners. I also appreciated the rough yearly schedule provided to prepare for the Fair, as I do believe this valuable information could only be acquired via personal experience (through trial and error), so I appreciate this guidance to "fail" as little as possible. Overall, the tips and tricks given by the speaker in the live workshop were the most valuable.
- Your kindness and patience and great energy.. Thank you.
- The live workshop and the short videos.
- The learning materials. They were very informative.

## 2. What would you like to praise in particular?

- short videos
- Learning materials
- Her clarity, honesty and the fact that she shares her experience in a way that we can be applied immediately.
- The learning materials section
- The speakers ability to connect with so many people. They seemed to be honest and approachable and made it easy to interact with them during the workshop as well as on the forum.

## 3. What were the biggest gains, benefits of the training for you?

- new way of learning
- Besides the tips and tricks given by the speaker, the chance to e-meet people from across Europe is very valuable as most (if not all) of the participants work in promoting and preserving minorized languages. Hopefully we can help each other thrive.
- Learning new things from people who adore books like me..
- gain knowledge of international book fairs
- Remember concepts that I had forgotten or that I did not have in mind.
- My knowledge was expanded

## 4. What did you learn, what did you become aware of? What else?

- I learned especially about organizing book fairs expertly
- I learned a lot about what happens at the fairs
- A lot of great things, advice..
- What is the real role of writers at international book fairs
- I wasn't previously aware of how early one should start preparing for a fair. Very eye opening.

## 5. What will be your next step in relation to what you have learnt?

- I'll try to find more articles to learn about the subject
- Try to put into practice what I have learned about how to make a good catalogue in my work.
- Study behavior during a conversation in which translation rights are negotiated
- I will try to implement it in my working process..
- To study some of the Publishing Houses I've discovered during this course in order to prepare interesting rights catalogues with specific books they might be interested in. Let it serve as practice before I attend my first Book Fair
- Next step will be use in practice what i have learned from experts

## 6. What was missing? What did you miss?

- I missed live workshop.
- Nothing was missing everything was explained completely
- Nothing really...
- I don't think anything was missing
- Some information on what to do once someone shows interest in acquiring what you have to offer. Is there a negotiation and if so, how would that happen? Or how to approach an author
- to know what the role of a literary association can be in the fairs, in case it has

## 7. What exactly do you suggest to change, do differently next time?

- I don't know
- Include more text-based articles
- Everything was fine..
- Everything was fine i suggest no change

## 8. What else would you like to say to the training providers?

- Excellent orators specialists and professionals in library working and organizing books fairs.Thanks a lot for the course
- Thanks, thanks and many thanks..
- Nothing else
- The course was very informative. Thank You for giving me an opportunity to learn more on this subject

## 9. Your opinion on the training (in 1-2 sentences).

- I do enjoy the training, thank you all for your job and dedication!
- The course was very informative and enjoyable overall. I learned several things I didn't know before during the course.
- Very interesting in not so rigid way.
- I enjoyed every second of it.
- It was superb training course.I have learned a lot form it.Keep the good job

## 5. Conclusions

The first educational module organised by Editoreak is the result of a joint effort by the publishing sector in different languages. It has counted with the collaboration of partners AEPV and Malinc.

This course has been very innovative, because:

- 1- Never before has there been an overview of international trade fairs with figures and useful information. All this has been compiled in a video.
- 2- Interviews with publishers who publish in different languages have been conducted for the first time during international fairs and show the richness of linguistic diversity as well as the business opportunities.
- 3- All the bibliography that was understood to be of interest to the participants in the module has been collected.

Finally, we would like to highlight the participation in the training. The people registered for the first module come, 111 participants, from 12 different countries and therefore we can see that the proposed objective of working with and helping authors and publishers working in lesser-used languages to compete in the global context has been successfully achieved.

## 6. Annexes

### Access to contents of the training

