



# Proposal Guidelines

To give your publishing project the consideration it deserves, we require the following information:

## Author/Editor Information:

Please complete the contact information table below.

Name	
Nationality	
Organisation	
Job title	
Email	
Contact telephone numbers	
Address (for mailing and contractual purposes)	

In addition, please provide a short biography and attach a CV. If you have published previous books or articles, please list them. If there will be contributing authors, please provide names and affiliations. Indicate any ways in which you expect to be able to contribute to the overall marketing effort for the work.

## Description of the Product(s) Proposed

Please provide a clear description of the product or materials:

### Title and Subtitle:

What is your working title? Does it require a subtitle? Consider how well the wording sums up and sells your ideas, and make use of key terms in order to maximise hits in online searches.

### Overview:

Include a brief, specific description of your publishing project and its overall objectives. What is it about? What aspects of your selection, organisation or treatment of the subject are distinctive?

### Learning outcomes and objectives:

Please provide a detailed description of the learning outcomes and objectives for the product or materials.



**Scope:**

Please provide details of the scope and sequence or contents, including number of teaching hours. If it is used to supplement a pre-existing training course, please state what and how.

**Format:**

What overall format (e.g. paperback book, spiral bound manual, ring bound training pack) do you expect the print version of your material to take? Is some or all of your material suitable for conversion to an e-learning format and, if so, would you like to be part of this process? Please list all of the components of the product or materials you expect to produce in the publishing project.

**Delivery method:**

Print	<input type="checkbox"/>	DVD-ROM	<input type="checkbox"/>	Other, please specify:	<input type="checkbox"/>
Online	<input type="checkbox"/>	CD-ROM	<input type="checkbox"/>		

**Market Need:**

Please provide details of the key market(s) for the product or materials: Why is there a need for this material? What benefits will potential readers gain? Will the demand be greater in particular countries or regions? If so, please identify which ones and explain why.

**Market information:**

Please provide details of the target age and audience for the product or materials: For whom is the work written? Describe as specifically as possible, using supporting statistics if available, the audiences that require this material. If there is a potential student market, note whether the content is most suitable for use as a primary or supplementary text. For training materials, please differentiate between those who will deliver and those who will receive the training. Also, list secondary markets – groups with an occasional need for the material.

**Selling points:**

Please list three or four key features that mark out your content as particularly distinctive or valuable, and will sell it to a potential reader ahead of any competing publication.

**Competition:**

Which publications compete with or are similar to the one you propose? Rank them by importance, taking into account any freely accessible online material as well as titles available for purchase. What are their strengths and weaknesses? How will your work differ? Include as much data on competitors as possible (e.g. publisher, date, format, price, page extent).

**Societies and sources:**

List by importance the societies, organisations and publications whose members or readers might purchase this material. Note whether you are a member of any relevant professional groups or networks, and if so whether there is potential to make use of them for promotion.

**Training materials:**

Do you currently provide training to support this publication? If so, please give details. If the training is at pilot phase, give details of where the material has been piloted and with whom.

**Accreditation:**

Does your proposal relate to current standards or policy directives regarding training and qualification? If so, is there scope for it to be accredited or endorsed by an awarding body?

## Content Proposed

Please include or attach a table of contents showing your proposed coverage. Indicate chapters, sections and subdivisions, as well as any content for appendices. In the case of training packs, describe content such as slide shows, handouts and exercise materials. Enclose sample material if available. For edited titles, list any confirmed contributors as well as those you anticipate approaching.

**Manuscript Information:**

How many words do you expect to produce in total? List any non-text features you would like to include (e.g. tables, illustrations, photos, slides) and state clearly the purpose they serve. If your proposal includes video, please give a full description of the content, running time, how you intend it to be used as part of the wider resource, and any other relevant information.

**Timetable:**

Please provide an estimate for completing and delivering the final manuscript along with all ancillaries such as illustrations, online content and audio/video material.

**Reviews:**

Please give a list of people qualified to give an opinion on your proposal. Include at least two international names if possible. All feedback will be provided and shared anonymously.

**Contact:**

Please email your proposal to Kirsten Holt, Head of Pavilion ELT and ELT Business Manager at Pavilion Publishing & Media: [kirsten.holt@pavpub.com](mailto:kirsten.holt@pavpub.com)