
CATEGORY

Academic, Educational and Professional Publisher

thebookseller.com/british-book-awards
#BritishBookAwards

What are the judges looking for?

Irrespective of size, we want to find the academic, educational and professional publisher that had the best 2024, either from sales or awards success, or simply by publishing well and sustaining its business in new and creative ways.

Who can submit?

Any UK or Irish publisher operating in the academic, educational and professional sectors, including large groups and small independent presses.

What to submit?

Please submit via the awards website, a zipped-file, including a PDF of up to 1,500 words covering the requirements listed on the right, alongside any supporting graphics. Please also include within the zipped-file a high-resolution image of the company logo.

The awards site works best with files sizes lower than 50MB. If you encounter any difficulties, please email awards@thebookseller.com.

Other guidance

- Judging period: January to December 2024
- Indexed financial figures permissible where actuals are not legally possible

Please include

Business and sales success

- Evidence of the success of the publishing programme in 2024 and business success of the company; in the event that sales cannot be supported through Nielsen (or other third party), please show internal measures, and how sales responded to initiatives. Judges will closely examine these numbers and look to make like-for-like comparisons, so please be as transparent as possible
- Details of how you published your lists, focused your output, as well as any company acquisitions made during the period
- Please outline any business strategies employed to counter the changing marketplace, and how these impacted your publishing strategy

Marketing, publicity and design

- Evidence of innovation in the marketing and publicity of books in all formats, including digital, with a particular emphasis on innovation
- Evidence of innovation in the publishing programme, particularly with digital (including e-book and journal platforms, virtual learning environments and internal digital workflow) and new ways to engage with learners
- Evidence, such as testimonials, of excellent relations and engagement with institutions, staff, faculty, teachers, professional organisations, learned societies and/or students

Diversity and inclusivity

- Evidence of a Diversity and Inclusion scheme
- Evidence of embedding D&I throughout the employee experience, including flexible work arrangements, staff retention and promotion
- Participation in cross-industry initiatives, including an audit of title output
- Outlining how senior staff have been made accountable for D&I

Sustainability

- Evidence of efforts to create a sustainable publishing business
- Evidence of a sustainability scheme
- Participation in cross-industry initiatives
- Outlining how senior staff have been made accountable for sustainable action

Artificial intelligence

- Please outline your strategies and policies for making use of the emerging technologies in the area of Artificial Intelligence. This can include business success, the adoption of new guidelines, or the effective introduction of AI within your business. Please state how this was communicated internally and externally