

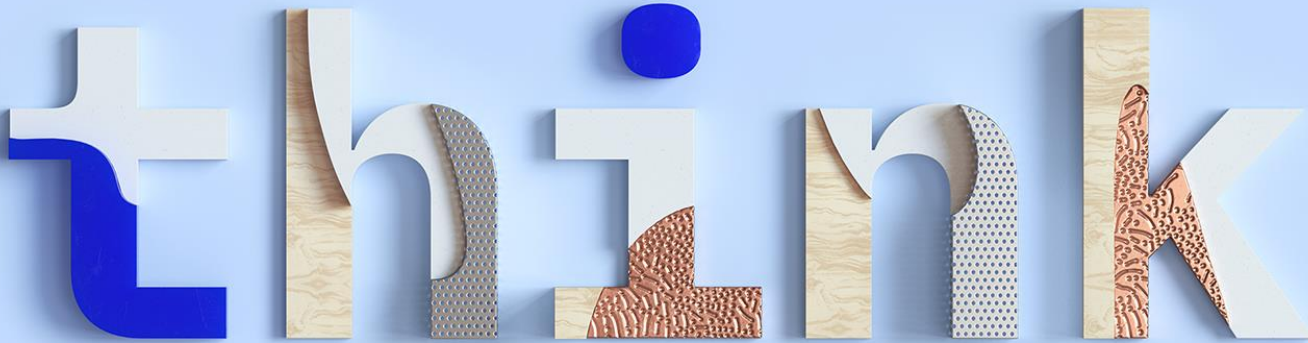
Session 9314A

think 2018

See Your Name in Lights... OK, or in Websites and Magazines: Part 2

Stephanie Parkin

Program Director, IBM



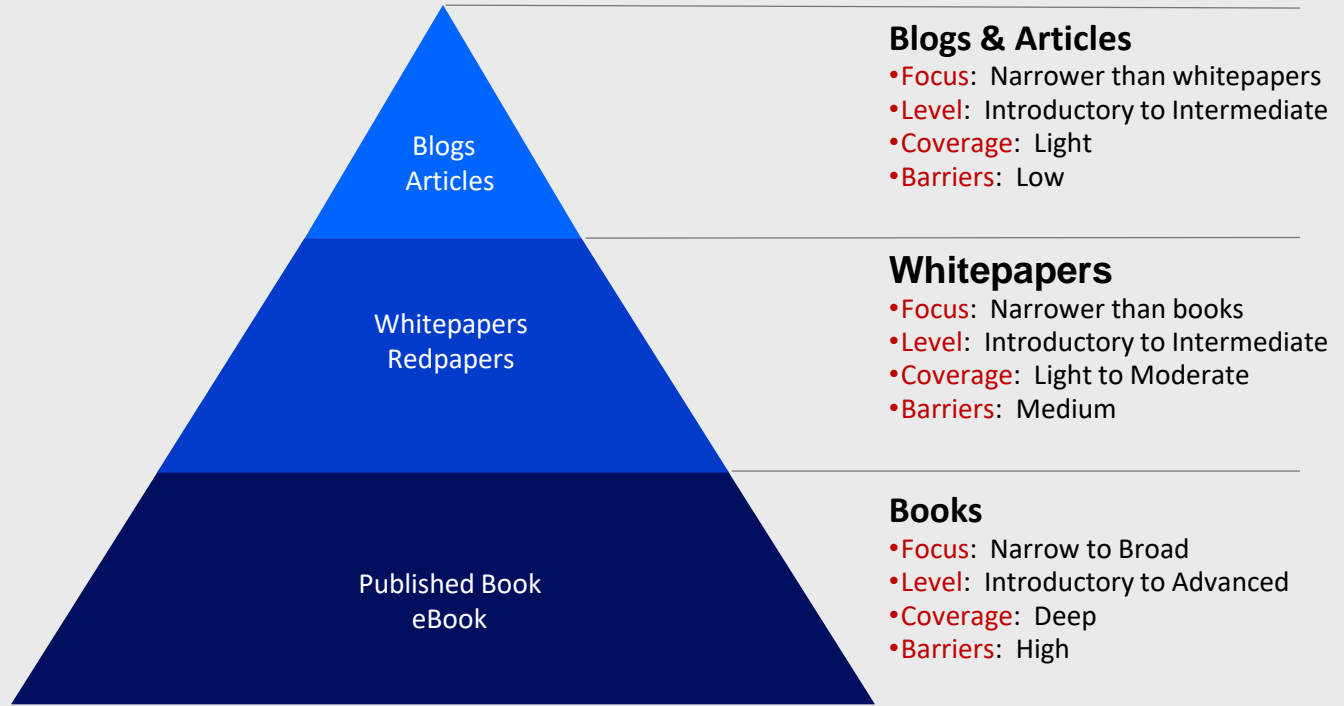
Glen Brumbaugh

Executive Managing Consultant, TxMQ

Distribution versus Content

Three things to consider:

1. How broad and deep is the material to be covered?
2. How quickly does the material need to be disseminated?
3. How broadly does the material need to be distributed? Will the audience come to you or must you reach the audience?



“For every available bookstore shelf space, there are 100 to 1,000 or more titles competing for that shelf space”.

Berrett-Koehler Publishers

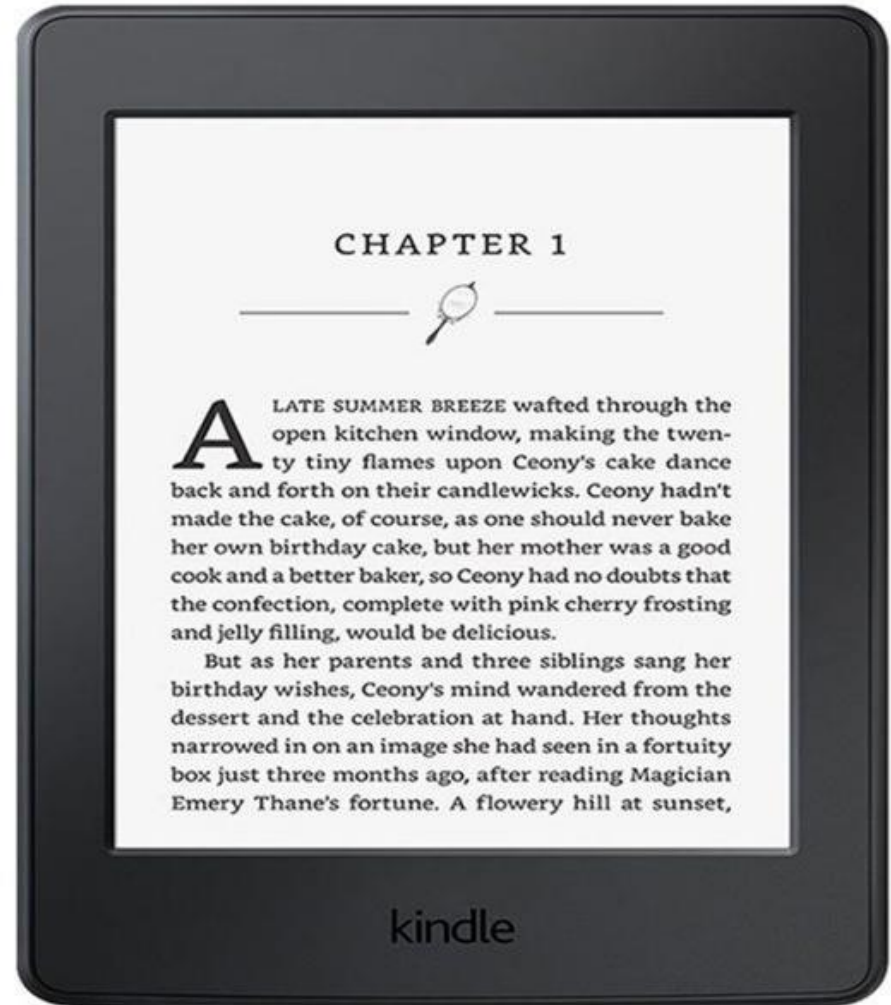
Books



“The Canadian digital market is holding relatively steady, with about 17% percent of total book sales in digital format”.

BookNet Canada

eBooks



Books & eBooks

Pros

- Built-in distribution mechanism.
- Editorial support.
- Great depth of material possible.
- Excellent fit to human learning approaches
- Can be tailored for either learning or reference.
- Non-linear information access (Books).
- Highly portable (eBooks).
- Great search capabilities (eBooks).

Cons

- High barriers to publish.
- Long lead times.
- High barriers to distribute.
- Not very portable (Books).
- Linear access (eBooks).



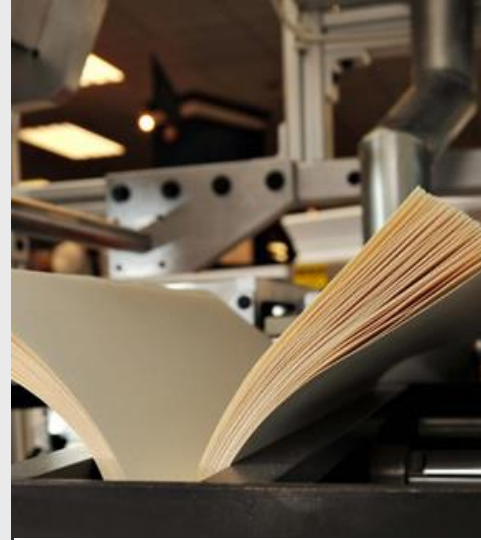
Publishing Options

Hard/Softcover Books

- Computer Science Publishers
 - Addison-Wesley
 - John Wiley & Sons
 - Prentice Hall
- IBM RedBooks

eBooks

- Amazon (mobi/azw)
- Open eBook Forum (epub)
- Apple



To publish or not to publish, that is the question.

Paraphrased from Shakespeare.



“It is only when you open your veins and bleed onto the page a little that you establish contact with your reader.”

Paul Gallico

White- papers

Corporate Publishing in Deutschland

Bestandsaufnahme und Ausblick

Aktuelle Entwicklungen und die 5
wichtigsten Trends im Corporate Publishing

Whitepapers & Journals

Pros

- Shorter than a Book.
- Applicable to a wide variety of subjects.
- Support a wide variety of treatments in terms of both scope and depth of material.
- Can be “self-published” via the Web:
 - Wordpress
 - Blogger

Cons

- No built-in distribution mechanism (Whitepapers).
- Submission lead times and competition for space (Journals).



Publishing Options

Whitepapers

- IBM developerWorks
- IBM RedPapers
- WWW
 - Wordpress
 - Blogger
 - Communities
 - developerWorks
 - IBM Communities

Corporate Publishing in Deutschland

Bestandsaufnahme und Ausblick

Aktuelle Entwicklungen und die 5
wichtigsten Trends im Corporate Publishing

Bigger is not always
better.

Anonymous.

Time is money, so
choose your words with
economy.

*Paraphrased from Benjamin
Franklin.*



“80 percent of the visitors to a blog are new visits”.

Website Magazine

Blogs & Articles



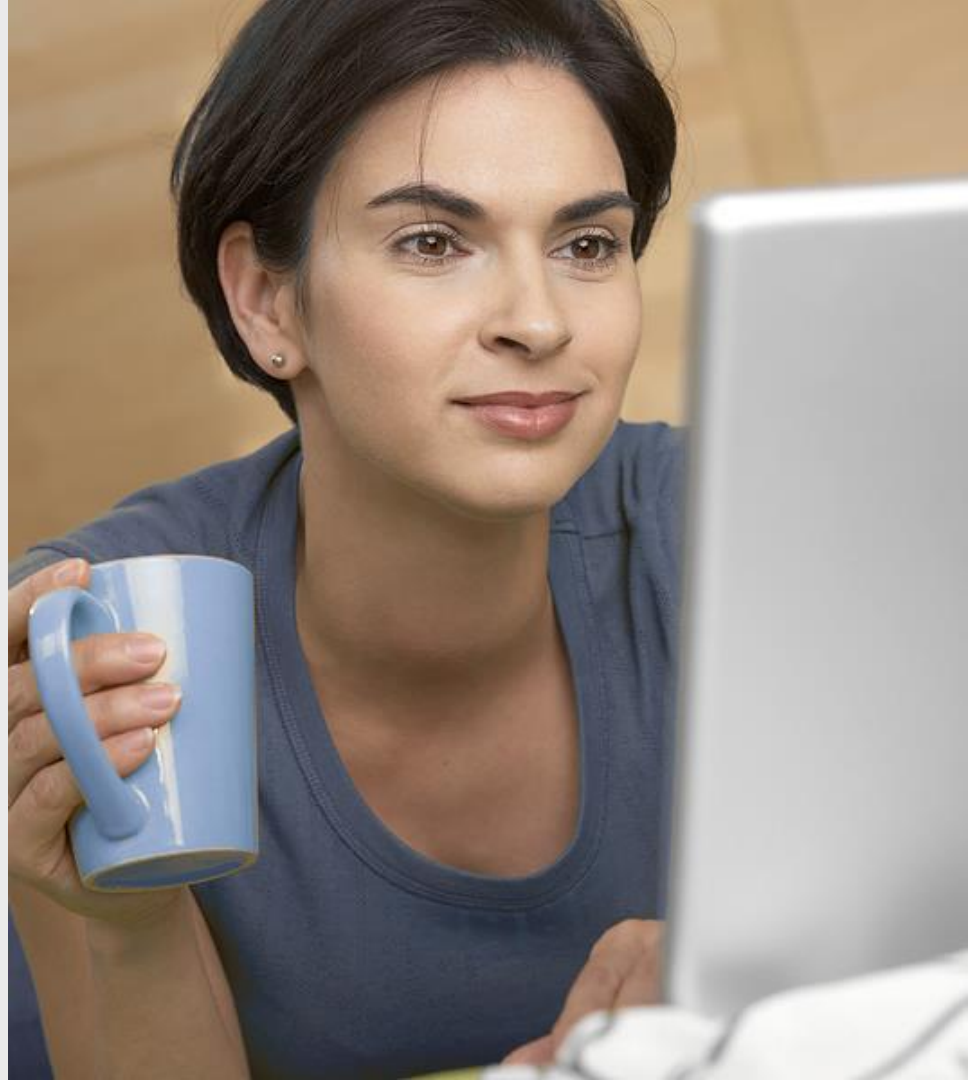
Blogs & Articles

Pros

- Easy to produce.
- Support a wide variety of topics and treatments.
- Low barriers to publication.

Cons

- You need a distribution plan.
 - Landing Page
 - Social Media promotion
 - Posts on on related sites
 - Get reviews
 - Invite experts to post
 - Email campaign
- Distribution highly variable.
- Focus is required to keep length short.



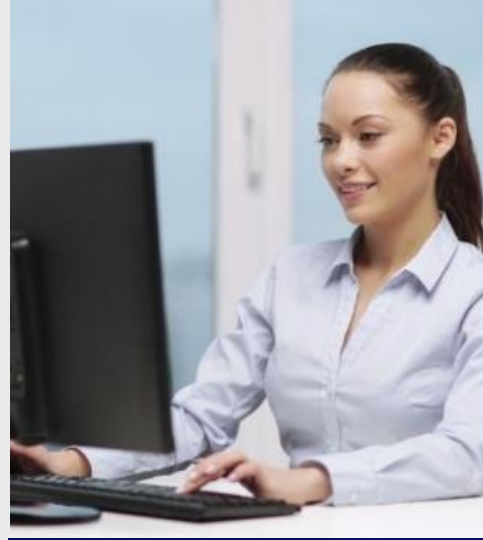
Publishing Options

Blogs

- IBM developerWorks
- IBM Middleware User Community
- Wordpress
- LinkedIn
- Blogger

Articles

- Online Magazines
- Wordpress



I communicate,
therefore I am.

Paraphrased from Rene Descartes.

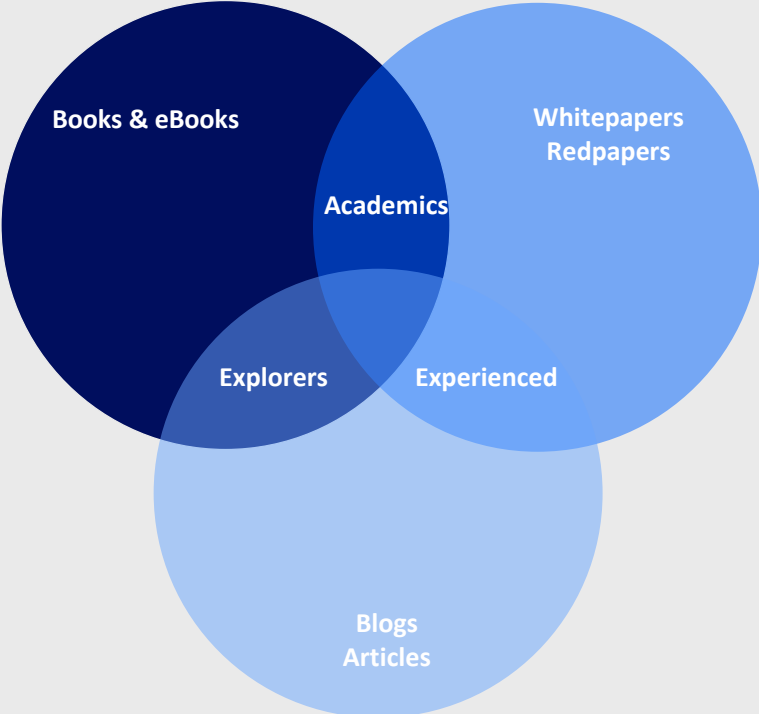
*I Think, therefore I am
(here).*

With apologies to Descartes.



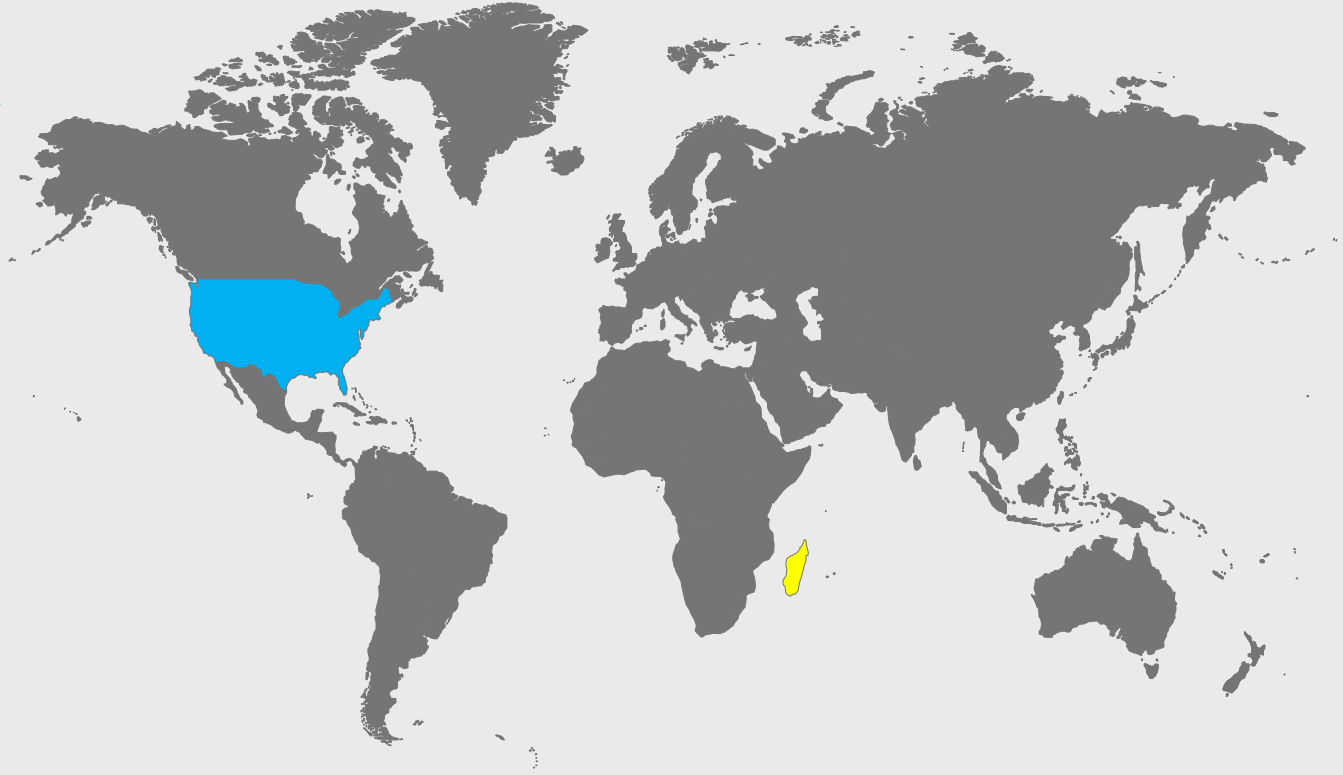
Communications options are NOT mutually exclusive!

Use different communication vehicles to reach different audiences.



The World is a big place!

*A “one size fits all”
strategy won’t work.
Know your market, know
your audience, and
evaluate your options.*



Thank you

—

Stephaine Parkin
Program Director
IBM

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