



May 2nd-3rd, Lithuania

Elsevier Book Author Seminar

Writing and Developing a Successful Book

9:00 May 2nd, 2018

Kaunas University of Technology

Santaka Valley

K. Baršausko str. 59, Kaunas

9:00 May 3rd, 2018

Vilnius Gediminas Technical University

SRC 307, Saulėtekio al. 11, Vilnius

This seminar will help researchers understand all key aspects of producing a book from communicating the idea to publishing. Elsevier senior commissioning books editor, Tim Pitts, will guide participants through:

- examples of different types of successful and impactful books
- process of writing/developing a book with impact
- explaining the types of books you could write/edit or contribute to
- the publishing process
- how to write a good book proposal
- how authors get rewarded – the royalty system
- tips on approaching a Publisher
- Elsevier resources for authors

Potential authors who are interested in writing or editing a book will have opportunity to give their ideas to Tim Pitts for advice. To complement the Publishers point of view, a local experienced researcher will share their experience and tips for writing a book. The Seminar will allow sufficient time for discussion and questions.

Language of the seminar: **English**

REGISTER NOW!



<https://goo.gl/forms/kU5ZMRQ9xk4DcEpx2>



AGENDA

9:00 - 9:20

Books as an important part of publishing strategy

Pavel Milašević, Research Solutions Manager eBooks CE Europe & Russia, Elsevier

9:20 – 10:20

Writing and developing a successful book

Tim Pitts, Senior Commissioning Editor, Elsevier

10:20 – 10:40

Writing and developing a successful book: From the idea to the final editing

prof. dr. Paulo Alexandre da Silva Pereira, Mykolas Romeris University

Speakers will be available for individual discussion afterwards.



prof. dr. Paulo Alexandre da Silva Pereira

Mykolas Romeris University

Author of the book: Soil Mapping and Process Modeling for Sustainable Land Use Management - 1st Edition. Elsevier. ISBN 9780128052006, 9780128052013

Prof. Paulo Pereira is a Doctor in Geography for the University of Barcelona. His main interests of research are spatial modelling, land degradation, and mapping ecosystem services. Paulo is editor or guest editor of internationally recognized journals such as Science of the Total Environment, Catena, Geoderma and Current Opinion in Environmental Science and Health. He is book editor and reviewer for international recognized publishers (Elsevier). He organized several international conferences and courses focused on environment, spatial modelling and land degradation and is part of international networks. Currently, Paulo is working in several European (UrbanGaia and ESMERALDA, Connecteur) and National (SedCRO, LINESAM and Post-Fire) projects in several European countries.



Tim Pitts

Senior Acquisitions Editor at Elsevier

Tim Pitts is Senior Acquisitions Editor in electronic engineering, computer vision and medical imaging. He has been in the publishing industry for 35 years and has worked at Elsevier for 14 years, where he has published a whole range of books, including textbooks, reference works, research monographs, and practical books for industry engineers. He has taught research methods and product development to the publishing industry, and enjoys discovering the knowledge needs of customers in the present age of the e-book.

