



Maverick
Publishing Specialists

Maverick Publishing Specialists Service Pack

Contents

Maverick Publishing Specialists	2
Maverick Project Examples	3
Digital Transformation the Maverick Way	4
Maintaining Research Integrity Standards	5
Market Research and Strategic Marketing Services	6
Marketing Communications, PR, and Social Media Services	7
Identify and Improve through Collaboration: Production and Editorial Workflow Support	9
Helping You Build Strategic Alliances: Maverick Vendor Evaluation and RFP Support Service	10
Content Management Services and Advice	11
Removing Barriers to Your Content: The Maverick Accessibility Program	12
Platform Migrations: Publishers Migration Tool Kit	13
Product Development and the Researcher Experience	14
Doing More With Less: How to Survive and Thrive in Challenging Times	15
Maverick's Society and Association Support Team	16
Plan S : A Survival Guide for Societies and Associations	17
Journal's Tender and Support Service	18
Getting Noticed	19

Maverick Publishing Specialists

Maverick provides strategic consultancy and outsource services to academic, professional, and educational publishers, as well as intermediary aggregators and solution providers. With more than 50 consultants, contractors, and technology specialists and offices in the EU, US, and Asia Pacific, Maverick can easily scale to take on large or small projects.

Our goal is to provide the combined expertise, centralized buying power and global contact networks at a fraction of the in-house cost, time, and staffing levels. Our pricing models are primarily based on fixed cost projects, but we can also offer retainers and handle interim management assignments.

The Maverick Management Team

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Contact Us

We'd love the opportunity to share our industry insights and learn how Maverick can help you achieve your business goals. To schedule a free consultation, contact us at:

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Maverick Project Examples

Business Strategy & Transformation

- Undertook a board level sales and marketing re-structure and workflow analysis review.
- Providing change management support for senior management teams.
- Advising on development of a 3-year digital roadmap/development strategy and production.

Marketing Support

- Two deep dive market research and product feasibility studies exploring productization opportunities around open data and TDM licensing.
- Creation of whitepapers and thought leadership pieces covering hot topics.
- Full-scale PR and key press article strategy development and execution for a book launch in the US.
- Developing a full market positioning and resultant sales and marketing strategy and roll out plan for 4 new products across 3 different clients.

Technology & Content

- Managing three full RFP generation and vendor selection processes for a journal hosting partner, peer review system and subscription management platforms.
- Executing an end to end content production and workflow analysis across a multi-site publisher - including outsource partner review and XML first analysis.
- Market scan and vendor evaluation project to assess AI solutions for peer review automation.

Sales Support & Publisher Relations

- Sales representation for books, journals and a new product launch in both UK, Europe and the US.
- Outsourced telesales and telemarketing campaigns for numerous clients.
- Publishing Strategy and Sales and Regional Distributor partner selection advice for a medium sized specialist Publisher.

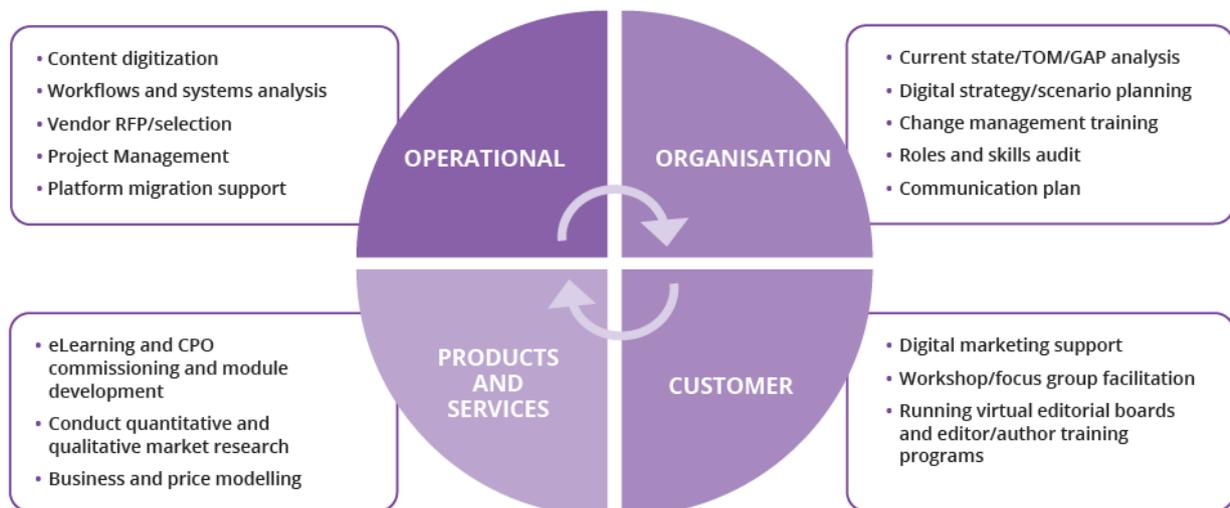
Societies & Associations

- Accessibility audit and program of improvement recommendations for a major scientific society.
- Delivering author tool kit for author side marketing and submission attraction.
- Designed, commissioned CPE and CPD modules for learned societies and professional bodies.

Digital Transformation the Maverick Way

Content consumers, customers, users, society members and producers within the scholarly ecosystem have been undergoing a profound digital transition in the way that they consume, produce, share, collaborate, learn and research. The past few years have seen a major shift away from the traditional print-centric paradigm to a web based virtual paradigm and online pedagogy, which has been accelerated by recent global events. It is imperative as this process accelerates that your organizations keep pace and undertake a similar holistic digital transformation across all business segments and functions to deliver a superior user / customer experience, drive operational efficiency and build in the agility to respond to the evolving environment.

Any type of organizational change is complex to manage and here at Maverick we understand the challenges inherent in making the move to digital. Due to our unique set up we can build a team of cross-divisional experts to cover all elements and deliver a smooth digital transformation. We appreciate that your businesses are on different trajectories and therefore require different levels of support and we have adapted our approach to reflect this: we can deliver a comprehensive program to manage the full end to end process or provide focused support for a specific area such as content production, digital marketing, and vendor selection.



Maintaining Research Integrity Standards

The increasing focus on openness and transparency in scholarly research and publication has motivated publishers and research organisations to ensure they are compliant with best practice editorial standards. The task of achieving and maintaining research integrity standards and managing research integrity issues can be very challenging, especially for smaller publishers.

Maverick offers a program of research integrity services to help publishers achieve and maintain best practice research integrity standards:

- **Needs Assessment:**

- Scoping analysis: Vulnerabilities and areas that should be the focus of a research integrity strategy.
- Research integrity needs analysis: Risks of publication and research misconduct, priorities to mitigate those risks, and strategic options to meet research integrity goals.

- **Implementing Strategic Options:**

- Editorial standards and policy formulation for specific needs and circumstances.
- Resources and training for staff, editors, and peer reviewers (e.g. flowcharts, FAQs, codes of conduct, information packs, peer review guidelines, content for online courses, webinars).
- Workflows to manage research integrity issues.

- **Advice on publishing innovations to ensure they follow best practice standards**
- **White papers on research integrity issues**
- **Research to inform policy and practice**

Market Research and Strategic Marketing Services

Publishing is facing a market changing faster than at any point in recent history. Understanding your market and your customers to make the most of opportunities and the unique position of your business is vital to stay ahead of the competition and grow your business. In a dynamic and rapidly changing business, expert market research and strategy services from Maverick help you to position your product, business, or services for the challenges ahead.

As your marketing partner, Maverick brings a deep understanding of the publishing business to develop valuable intelligence for your specific needs along with strategies and plans to utilize it for maximum benefit.

Market Research Services provides the vital information to focus your product development, sales, marketing, and communications efforts in areas that will achieve the best results. Taking global, regional, and target sector or specialist views, Maverick delivers expert insight in market sizing and perceptions, competitive landscaping, and positioning or brand analysis. Our research blends qualitative and quantitative assessments, utilizing in-depth interviews, focus groups, in-depth desk research, and online surveys.

Market Research Services outline:

- Market and membership perception.
- Market penetration.
- Market sizing / market potential.
- Product marketing.
- Competitor analysis and response strategies.
- Landscape scan and competitor review.
- New product development.

Strategic Marketing Services puts market research and expertise into action with strategies and “go to market” plans for corporate and product marketing, branding, and business planning. Our methods include market review, analysis and segmentation, messaging and positioning analysis (by target constituent), sales and channel partner reviews, SWOT and PESTLE analysis, value proposition, pricing review and modelling, and other factors critical to success to create actionable marketing plans, go to market strategies and messaging and positioning frameworks.

Strategic Marketing Services outline:

- Top level strategic marketing plan.
- Corporate brand development strategies.
- Product marketing strategies.
- New pricing and license modelling.
- Marketing integration planning.
- Product or Corporate level messaging and positioning.

Marketing Communications, PR, and Social Media Services

Marketing should be fun, creative, and cut through the noise to reach your customer. Maverick’s marketing campaigns ensure that what you need to communicate is front and center and deliver messages that matter to your most important business resource, your customers. With our deep understanding of publishing, we’ll get you noticed, reach those target markets, and maximize sales.

Content marketing is one of the most powerful ways to grow an audience and establish your business as a thought leader. Finding the time and resources to maintain a steady stream of fresh material is a challenge for many organizations. Maverick can help. Our campaigns will get your communities talking, sharing and engaging with your content. We create whitepapers, blogs, infographics, videos, and other assets that resonate with today’s busy professionals and researchers.

In addition, we develop the strategies and tactical plans for maximum reach. Our specialists cover a wide variety of channels and skills, including: Public Relations, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media, email marketing, marketing automation and other digital tactics.

As your marketing communications partner, we offer the services of a full service-agency. We can accommodate everything from the “one off” project to an end-to-end approach encompassing strategy, creative vision, implementation, and delivery. Maverick can help you develop the right communications program to achieve your business vision and goals and make yourself heard in today’s competitive market.

Marketing Communications & Campaigns	Public Relations	Social Media
<ul style="list-style-type: none"> • Digital marketing and tactical marketing strategy development and execution (including competitor response). • Content generation and copywriting including white papers, thought leadership pieces, case studies, blogs, sales support kits, videos, author engagement kits, and infographics. • Outbound direct or channel-based 	<ul style="list-style-type: none"> • PR strategy development, including market positioning and messaging. • Press coverage planning and execution, including media list generation, editorial outreach, editorial calendar management, “key event press coverage”, article and interview placement campaigns, journals and blogger communication management, and media tool generation. 	<ul style="list-style-type: none"> • Social media strategy and execution. • Engagement with key constituents via targeted social media channels. • Evaluate potential for monetization through SEM advertising. • Identifying high-value Social Media forums in your target area. • Gaining and retaining Social Media momentum and “buzz.”

<p>marketing campaign planning and management</p> <ul style="list-style-type: none">• Graph design and production services, including support for webinars and online presentations/courses	<ul style="list-style-type: none">• Placement of key thought leadership themes, identification of current market issues and trends and organization of speaking events.	<ul style="list-style-type: none">• Web and SEO audits and remediation.
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Identify and Improve through collaboration: Production and Editorial Workflow Support

Managing the day to day processes and tasks of publishing millions of pages of content means that operational teams don't always have the scope to conduct detailed workflow and systems analyses. This means that over time inefficiencies and risk are introduced into the workflows such as: single points of failure; lack of version control; excessive numbers of touchpoints; redundant code; non-optimised processes and so on.

The content team at Maverick understands the difficulties of having to balance the increasingly complex demands of an expanding range of publishing models with the cost to serve these models, and we are here to help you with this part of the puzzle. We can deliver a quick tightly focused piece of work following a well-established process to document your current state and identify improvement recommendations.

The typical approach would be to have an initial discovery phase to get a detailed understanding of the current state; followed by an analysis and recommendations phase.

These are the typical areas that would be reviewed during a project:

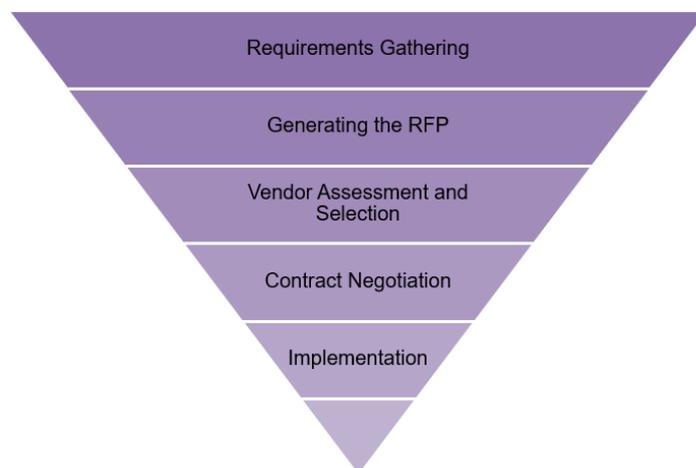
- Organisational Structure
- Current processes and workflows across content and data delivery
- Cost base and sourcing strategy
- Skills audit
- Third party supplier review
- Internal communication and engagement strategy

Helping You Build Strategic Alliances: Maverick Vendor Evaluation and RFP Support Service

Selecting the right service provider to partner, can be a time consuming and resource heavy process, but getting it right is essential to achieving your strategic objectives. Here in the Maverick Tech Team we recognize the challenges you face when having to run a Request for Proposals (RFP), including managing conflicting priorities and requirements, and undertaking necessary but time heavy activities.

So, we have developed the Maverick Vendor Evaluation and RFP Support Service to help alleviate the challenges and deliver an in-depth, detailed and rapid piece of work that identifies the collaborator that is the best fit in terms of requirements, service and cost.

Via our team approach, Maverick can either help manage with the full RFP process, from requirements gathering, evaluation and selection, through to contract negotiation and implementation – or you can just the individual parts of the process you need, dependent upon your particular requirements.



Maverick's Vendor Evaluation Support Service will cover the following key areas:

- **Requirements gathering:** using techniques such as structured interviews, workshops and job shadowing to document functional / non-functional requirements and identify priorities, constraints & dependencies.
- **Generating the RFP:** taking our accumulated findings and agreed recommendations, we will then generate the RFP.
- **Vendor assessment and selection:** from the final RFP, we advise on a suitable vendor list and manage the vendor selection process from start to finish, including vendor communications, presentations and scoring.
- **Contract negotiation:** we can assist with the final vendor choice and contract negotiation, working with you to establish the necessary processes and procedures to ensure successful development and delivery of your project.
- **Implementation support:** we can also provide project management support including overseeing and managing the partner(s), driving the development schedules and project plan and assisting with content and content production workflow modelling and mapping. Finally, we will also develop and implement an effective transition plan to ensure that your own staff are trained in all aspects.

Content Management Services and Advice

Maverick can assist with managing your content production process, including workflow analysis and conversion support, to determine and deliver the most favourable content formats. Our Content Management Services are designed to assist with all content related areas of your online journal, book or database management and key elements include:

- Outsourced management of your online journal and book content.
- Identifying, selecting and managing typesetters, peer review systems and production partners.
- Working with your production department, typesetter, and the online host so that content is loaded online as accurately as possible and with the minimum of delay.
- Ensuring that journal and book content is distributed to third parties accurately.
- Overseeing and/or managing dissemination of content to third parties including discovery services (with associated metadata / DTD analysis and agreement negotiation if necessary), working with in- house production to review and upload relevant metadata.
- Providing advice and support on improving internal process improvement and working with in-house staff to identify stress points in the online production process and maximising efficiency in developing and distributing digital content for all formats.

Platform Migrations: Publishers Migration Tool Kit

Maverick has spent considerable time talking to publishers about the issues they have to face in managing platform migrations. There are many aspects to migration which can combine to make this an incredibly difficult – and sometimes prohibitive – process in terms of cost, disruption and the impact on in-house resourcing.

Maverick has listened to its community and recognises that a platform migration tool kit would be highly beneficial in assisting its publishing partners overcome these obstacles and ensure a smooth house transition both for internal and external users.

Maverick has designed a tool kit that can either cover the full end to end process of platform migration or support a “pick-n-mix” approach, dependent on your individual requirements. Each item within the tool kit can be tailored to meet your specific needs.

Maverick’s Platform Migration tool kit will cover the following key areas:

- Platform comparative analysis and in-house requirements elucidation
- RFP support and vendor selection process
- Project planning
- Pre – implementation
- Implementation support
- Post-implementation planning

Removing Barriers to Your Content: The Maverick Accessibility Program

Ensuring equitable access to online content is a “must have” for publishers today. Global legislation has been enacted to guarantee that individuals with visual impairments and other physical or cognitive limitations can use online resources. This poses a risk to publishers, whose institutional customers will dictate accessibility. It also opens up opportunities for publishers to leverage advancements in accessible publishing technologies, enabling greater discoverability and usability for all readers in the process.

Maverick recognizes that the path to accessibility compliance is neither clear nor simple. In order to assist publishers and platform providers in achieving both short-term wins and long-term strategic goals, Maverick developed an accessibility service package.



Maverick’s accessibility service package:

- **Audit:** Site design, platform functionality, and/or full-text content can be audited against Web Content Accessibility Guidelines (WCAG).
- **Competitive research:** Assessing accessibility conformance of other providers can inform priorities and plans for platform and marketing strategies.
- **Roadmap:** Short- and long-term improvement plans can be mapped to WCAG compliance standards and target ratings.
- **Remediation:** Executing these plans requires engaging your team to implement accessible publishing workflows.

This program can be tailored to individual needs and limitations. It is designed to enable publishers to integrate accessibility into business-as usual workflows and products.

Product Development and the Researcher Experience (PD + RX)

The buzz of “user experience” can lead to getting lost in generic theory or endless anecdotes that don’t add up to a complete, accurate view of your readers and don’t translate clearly into strategy. And scholarly information user trends evolve quickly and can vary across disciplines, regions, and roles with the academy. Publishers often struggle to translate an operational awareness of reader / customer experiences into commercial success for digital products. But, your long-term success depends on identifying your core users and establishing iterative, user-centered product development practices.

A new suite of Maverick services will provide publishers institutions with strategic insights into your researchers’ experiences, interpreted to inform business goals and drive impactful product decisions. Establishing cutting edge product development routines can address improvements to your metadata architecture, content management and distribution strategy, product design, business models, and more. User-centered, evidence based custom programming will accelerate product innovations and enhance products for optimum engagement and downloads.

From strategy to implementation, Maverick Product Development (PD) & Researcher Experience (RX) services include:

- **Build:** Content workflow development; information and metadata architecture; product roadmapping; front- and back-end development requirements; and strategic partnerships make up a comprehensive approach to cyclical product enhancements.
- **Measure:** Product performance evaluation; SEO and institutional discoverability audits; technology solution assessments; and heuristic exercises determine your evidence-based strategic planning toward conversion toward business objectives.
- **Learn:** Targeted investigation into the product experiences of your researchers, stakeholders, and customers; usability and product testing; and supply chain and competitive analysis enables customized insights into opportunities for product enhancements and market placement.

Maverick’s PD + RX services can include implementation of product management processes, automated quality assurance, KPI dashboards, and other devices to ensure your organization is staffed with a sophisticated product development team, so you’re able to compete in today’s digital marketplace.

Doing More With Less: How to Survive and Thrive in Challenging Times

It can sometimes be difficult for an organization to recognize all the ways it can usefully change. This is where Maverick Publishing Specialists can help. We offer concise, practical plans that can help you address challenges and ensure you are heading in the right direction. Maverick Publishing Services is offering an affordable consultancy package designed especially for small- and medium-sized publishers.

Among the issues that you may have to confront are:

- How do we cope with the inability to replace exiting staff or losing vacancies originally planned?
- How do we quickly and economically make more of our content available online in a variety of formats?
- How do we keep remote staff motivated, productive, and connected to the industry?
- How do we refocus staff to take on new and different challenges?
- How do we maintain contact with our markets when the conferences are cancelled or made virtual?
- How do we enact robust marketing and sales activities with budgets under pressure?
- How can we save money on current expenditure without jeopardizing our business?
- Do you have untapped areas of potential revenue that could be developed?

Maverick's Society and Association Support Team

Scholarly publishing is changing rapidly. Nowhere is this felt so keenly as in nonprofit societies, associations, and university presses. Many are confronting challenges in maintaining their publishing activities at a level that can support the highcaliber programs their constituents have come to expect.

The **Maverick team** has specialized expertise in the field of society and association publishing to help you sort through the issues facing you and your colleagues. The members can draw from the over **200 Maverick Associates** worldwide to provide expertise across the industry. Our teams are organized around business functions, so we can match the experts to your exact needs.

The Maverick advantages apply across the spectrum of scholarly publishing:

- Broad knowledge of both commercial and nonprofit environments.
- International expertise.
- Responsiveness and flexibility at all levels: short- term and one-off projects as well as long-term strategy.
- Expertise at all stages of the publishing process.
- Strong connections within the broader scholarly community.

Maverick Publishing Specialists has assembled a special team of professionals to focus on areas of key importance to societies:

- Are you prepared for Plan S?
- What are some tactics to increase international sales?
- How can you engage authors and empower them to promote discovery?
- Are you getting the best value from your publishing/platform partners?
- How can you find the best publishing partner and negotiate contract terms?
- Does your work flow reflect best practice and technology?
- What's the best way to sell ebook packages?
- How to you fill key positions with the best talent?

Plan S : A Survival Guide for Societies and Associations

There is a great deal of information about **Plan S**, increasingly so, as details unfold. While much information is still to come about implementation, it is generally agreed that learned societies especially will be affected. **Maverick** has developed a tool to help societies assess their risk and prepare to the extent possible to minimize the impact on revenue, work flow, and the scholarly publishing process.

It covers the following areas:

- **Plan S survival kit**--An individualized assessment, based on your program, to help you focus on risks and strategies
- **Tender support for publishing agreements**—Advice on negotiating the best terms for your program
- **Digital transformation**—How to leverage your content for wide distribution
- **Virtual meetings**—Keeping connected in a digital environment
- **Marketing and Sales**—Digital media, PR, social media, marketing collateral and copy, and sales support
- **Recruitment**—Finding and retaining membership and staff

We provide an individualized assessment, based on your program, to help you focus on what is important. Let the **Maverick team** work for you.

Journal's Tender Support Service

We know that selecting the right publisher for your journal or portfolio is a key decision for any Scholarly Society. Your publishing partner plays a vital role in supporting your strategy, protecting and developing your publishing programme, guiding you in an ever-changing scholarly landscape, and ensuring profitable growth and new revenue streams. They should also be trusted business advisors who understand your vision, and work with you to build a strong partnership, with the level of communication - and cultural fit - that suits you, your society, and your editorial team.

Maverick Publishing Specialists can help you find the perfect publishing partner.

- Are you self-publishing and considering working with a publisher?
- Are you considering selling your journal or publishing programme?
- Are you in a partnership already, and considering changing publishers?
- Do you know how attractive your programme is, and where your strengths and weaknesses lie?
- Is it time to renew your current publishing contract, and ensure you are on the best possible terms?
- Would you like professional support going out to tender, and help running the journal RFP process from beginning to end?
- Do you need help transitioning your journals to a new publishing partner?

The Maverick team has specialized expertise, with experience in both the Commercial Publishing and Scholarly Society sectors, to help guide you through the process from RFP to contract signature, and beyond. We offer a phased service that can include:

- Liaising with society personnel, editorial team, and key decision-makers about their vision and priorities for the journal or portfolio.
- Reviewing your current arrangements and publishing agreement.
- Drawing up a comprehensive RFP based on your needs, including an appropriate schedule for the process.
- Researching and shortlisting publishers to invite to tender.
- Assessment of submitted proposals and financial offers.
- Managing the publisher shortlisting and interview process.
- Support in selection of successful publisher and contract negotiation.
- Ensuring a suitable transition.

Getting Noticed

Publishers and researchers struggle for visibility among the massive amount of content available in online books, journals, and magazines. To be found, read, and cited requires tactics that surface your content in the right information channels. Maverick has developed two tools to help publishers and authors promote their online presence.

Content Discovery Audit

In addition to traditional publishing protocols, special considerations are needed for ensuring optimum content discovery and user engagement. This is especially important for open access publishers, as the lack of paywall does not guarantee search engine performance and findability.

The Maverick Discovery Audit evaluates the following factors and offers data-driven strategic recommendations:

- Indexing with open-web and specialty search engines, subject databases, OA tools.
- Metadata and content standards.
- Institutional and library data feeds.
- Alignment of data feeds with repository strategy / policy.
- Web compliance with content quality (SEO) standards.
- Benchmark and SMART goals for content discovery.
- User journey mapping to identify reader stumbling blocks.

This audit will help ensure your content is found by search engines and databases, both mainstream and institutional. It complements the Maverick Author Engagement Toolkit.

Author Engagement Toolkit

Researchers are also under pressure to take a more proactive approach to the communication and dissemination of their work, to ensure stakeholder engagement and accelerated uptake from the earliest stage of a project. In a recent survey of 10,000 researchers to assess upstream publication needs,* 95% of respondents considered that being able to demonstrate broader communications and impacts was important to their future funding and career progression. This is partly driven by funder expectations (64% felt these were changing) but 94% also felt personally motivated to ensure widespread awareness and application of their work. Publishers can help researchers take an active role in promoting their work by providing the tools.

This is why Maverick has developed an Author Engagement Toolkit that covers the following components:

- Mastering social media.
- Monitoring the metrics.
- Creating an online presence.
- Leveraging your network.
- Working with editors, librarians, and the press.
- Polishing your Profile.

Each toolkit offers helpful tips, advice, and checklists. It can be tailored and branded to a publisher's needs—books, journals, online products.

* Where is the publication puck going? Making research available upstream of publication. Report of a research study led by Kudos (August 2019): <https://bit.ly/2VDFzxc>