![ipg Independent Publishers Guild]

IPG to launch ground-breaking AI training for independent publishers

The Independent Publishers Guild is creating a new package of training to help its members identify and act on the opportunities and challenges of Artificial Intelligence.

The initiative aims to equip independent publishers with the knowledge and skills they need to harness the power of AI-driven technology. There will be hands-on sessions involving key AI tools to explore their strengths and weaknesses and develop best practices for their day-to-day use in publishing. All content will be tailored to the needs of independent publishers and will be relevant for anyone working with text-based AI solutions, including editorial, sales, marketing and publicity teams. It will also provide an overview of the latest developments in the generative AI landscape and a summary of commercial, legal, ethical and other principles that will help publishers decide how it can be used effectively and responsibly.

The training is being developed and delivered by George Walkley, an experienced publisher and consultant and one of the industry's most respected experts in the application of technology. It will be delivered in early October, ahead of the Frankfurt Book Fair, and taster workshops will be provided at the IPG's 2023 Autumn Conference in London on Wednesday 20 September. Bookings for both the training and the Conference will open soon.

George Walkley said: "Generative AI is a fast-moving area of technology that offers enormous potential for publishers, but also real risks. The business, technical and ethical issues it raises have dominated discussion this year, and the IPG has been characteristically forward thinking in identifying the need for training in this area. I'm looking forward to delivering this course and giving independent publishers the skills they need to make the best possible use of AI."

IPG chief executive Bridget Shine said: "We're always looking for ways to help our vibrant community stay at the cutting edge of technology in publishing. This is a great way to extend our professional development work, and George Walkley is perfectly placed to lead it and help publishers future-proof themselves. Like our members, we're both excited by the potential of AI and conscious of its threats and pitfalls, and this new package will give publishers the know-how and tools to approach both with confidence."

To register interest in the AI training please email info@independentpublishersguild.com