A Quick Guide to Publishing
An overview of the publishing process

Publishing books and technical papers requires commitment. Publishing is one way to achieve our technical cooperation goals. Consider whether this is the best way, and ensure that the resources are in line with the results.

Looking to set up the publishing team for your project? To develop Terms of Reference for an author?

The ITC publishing page on the intranet guides you through the publishing process: [http://itcnet.intracen.org/publication/includes/Publishing_process_overview.htm](http://itcnet.intracen.org/publication/includes/Publishing_process_overview.htm)

To rapidly develop a plan, a user-friendly publications planning tool helps you build a publications plan by taking you through frequently asked questions.

See [http://itc.projecthost.us/](http://itc.projecthost.us/)
Username: yopesh.gupta@intelligaia.com
Password:yopesh

Publishing has four phases, as outlined below. Use the publishing page on the intranet. Interactive links for each of these publishing steps provide guidance.

This publishing overview is specific to the ITC Publications Programme. However, the general approach is applicable to all published materials.

Planning
- Theme development
- Resources
- Assembling the team
- Preliminary outreach plan

Content development
- Research
- Writing
- Peer Review
- Finalizing your Content

Production
- Editing
- Design, Layout
- Translation
- Printing and Online Publishing

Outreach
- Promotion Plan
- Marketing Activities
- Monitoring
A closer look

Planning

Build an elevator speech for your publication. Why is it needed? What similar titles exist? Why will the new publication be unique? Who precisely is the target audience? How should they change behaviour after reading the publication? Who will schedule, administer, write and review content? What funds and time are available? Have you planned the use of partnerships to promote the publication and ensure it reaches the target audience?

Content development

Ensure your resource plan is in place, including partnerships within ITC and outside of ITC. Use checklists and other publications tools to be sure you have thought of relevant content sources, market positioning and timelines for development.

Build in the best research and writing that you can. A concise, well-positioned text saves time in editing, layout, peer review, clearance and printing. Fewer pages to edit, format and print also cost less.

Colleagues who prepare manuscripts should budget for one or more technical writers, specialized in the subject of the publication. The writer(s) should participate in briefings with the technical section and the Communications and Events section. A written publications brief, answering the questions in the planning phase, helps writers immensely.

Use the publishing checklist to be sure your text is final before submitting it for production. Build a finalization phase into your process.

Production

All books and technical papers go through an editing, layout and clearance process. The processes are different for books and papers.

Academic working papers have been recently introduced. These are not formally edited. They adhere to specific clearance and layout processes.

ITC books are commissioned in English. For the exceptional cases where content is prepared in another language, it must be translated into English. This version is then considered the original to be used in production.

Outreach

All publications owners must submit a promotion plan before they are authorized to disseminate the publication. The plan is in this guide and part of the publications planning tool. The Communications and Events team advises on all promotion plans. The plan is then jointly submitted to Cabinet.
Joint publishing tips

The branding should reflect the corporate identity of the lead partner. Determine this in advance, when developing the legal agreement between parties.

With international organizations
If an agency is part of the United Nations or the World Trade Organization, we may publish jointly with a shared copyright.

With national governments or non-governmental organizations
The process for national versions of ITC publications are outlined in standard publishing MOUs. See the Communications and Events section for advice if you are developing a national adaptation for the first time.

For jointly produced original editions, ITC retains the sole copyright. The partner logo is featured on the front cover. The partner must contribute to the research and/or writing as well as the front matter of the publication.

When submitting the publication for production, be sure your counterpart has provided: a print-quality (high resolution) logo; a short organizational description; the mailing and website addresses; a foreword signed and cleared by the head of the partner organization; proper spelling and titles for all of the partner’s contributors. The final version must be approved by publishing partners.

Publishing with companies
ITC encourages company submissions for case studies and thought leadership articles. However, joint publishing with companies is not encouraged for legal reasons. Please see the Communications and Events section for advice if needed.

Publishing articles or contributing to other organizations’ publications
ITC encourages its staff to publish articles in non-ITC publications. This enhances our credibility. Use the ITC Style Guide to shape your writing style for other publications.

The sections and divisions handle clearance for these contributions directly.
Checklist to finalize your publications content

Your content should be final

Final means: peer-reviewed or tested; grammatically and technically correct; no parts are missing; and there is a coherent story line or structure linking the parts.

The ITC manager responsible for the publication must personally review the draft – no outside institution or consultant can write fully from the ITC perspective. The manager must ensure that the key recommendations for specific audiences are clear in the executive summary, foreword and table of contents.

Accuracy, consistency and structure among authors

Check your facts. What the text says in one chapter or section should not be contradicted by another author or part of the text. Your text should be consistent with other ITC materials on the same topic.

Before the publication is submitted for editing, the publication owner fills out the checklist below.

Positioning

Send bullet points:

- What is the key message of your publication?
- Who is your specific target audience?
- What behavioural change do you expect after the publication’s release?

Text

☐ Does the content reflect ITC’s perspective? Has it been peer reviewed? (Management, authors, partner organizations, a sample from the target audience)

☐ Are key recommendations and messages clearly communicated in the title and executive summary? Does the table of contents reflect a story line?

☐ Is the content stylistically, grammatically, politically and technically correct?

☐ Have you checked copyright, logos, and permissions for photos, tables, graphs?

☐ Are references and sources complete and accurate?

Format

☐ Is the text in the ITC paper template?

☐ Are photos and logos in high resolution jpegs?

Reviewing the edited version

☐ Do you and relevant partners (such as the authors) agree with editorial changes? Have you addressed editorial comments?

☐ Have you developed new text that needs to be checked by the editor?

Setting outreach in motion

When the text and title are agreed, CE arranges for the trade library abstract and clearance from Cabinet for the cover and foreword. At this time:

☐ Submit a marketing blurb (less than 100 words, template available)

☐ Determine launch venue

☐ Submit promotion plan for CE review, and then send to Cabinet
Promotion Plan

This plan is mandatory for all ITC books and technical papers.

Title

Summary (75-100 words – key message in first sentence)

Purpose – the Elevator Speech
How would you describe the publication to someone unfamiliar with the topic? Describe in 45 seconds the raison d’etre of this publication.

Target markets, message for each
What do you want your target audiences to know or learn? What is the benefit of reading it? Why should the audience care about the publication?

Market positioning

Expected impact on trade development

Thought leadership
How is the content unique, relevant and shows thought leadership? How is your publication strategic to projects and programmes or respond to client demand?

Use in Projects
What are some of the ways that the publications can be included in projects, training, events and requests to donors?

Market Positioning Research
What are the titles of potentially competing books?
Specific countries or regions:
Specific sector(s) or profession(s):
Educational background and experience of your readers:

Resources

Publication Team
Author/s:
ITC Publications Managers:
Translation:
Marketing Support:

Partnerships
What potential partners can contribute resources to research, writing or peer review; distribute or translate the book; sponsor ads, promote the book, or help with marketing?
Sample Table of Promotional Activities

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<th>Sample Outreach Tactics</th>
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Sample Email

Subject line: New release: Title of publication

Dear ________,

A new publication was just released in a partnership between the Research Institute of Organic Agriculture (FiBL), the International Institute of Sustainable Development (IISD) and the International Trade Centre (ITC) and funded by the Swiss State Secretariat for Economic Affairs (SECO).

The State of Sustainable Markets: Statistics and Emerging Trends 2015 offers a comprehensive snapshot of the significant growth of global sustainability standards across nine commodities: bananas, cocoa, coffee, cotton, palm oil, soybeans, cane sugar, tea and forestry products.

Consumers are rapidly shifting their buying patterns and becoming more socially conscious. There is, however, a lack of robust and credible market and impact data on sustainable production. This new report responds to this issue and is a first step to tracking the growth of sustainable markets.

Interested to hear your thoughts or feedback. We would be grateful if you could forward this to your networks. You can find the free download here: [http://www.intracen.org/publication/The-State-of-Sustainable-Markets/](http://www.intracen.org/publication/The-State-of-Sustainable-Markets/)

Many thanks.
Social Media Promotion

**Main messages:**
- xxx
- xxx

Social media posts cover 3 main categories:
- xxx
- xxx
- xxx

**Where will this appear online?**

**Hashtags:**
- Please use #XX in your tweets and facebook posts, for easier tracking

**Twitter:**
- Please refer to this twitter list, to easily tag those related to the report

**Sample posts for Facebook**

Have you read the latest report on the growing market for sustainable products? bit.ly/1VYU99L #SustMarkets #sustainability #justpublished

The State of Sustainable Markets: Statistics and Emerging Trends 2015 is a new report by the International Trade Centre, Research Institute of Organic Agriculture (FiBL), and International Institute for Sustainable Development. The report compiled information from 14 standards across nine commodities to give a snapshot of voluntary sustainability standards.

**… for LinkedIn**


Global customers are willing to pay more for sustainable products, and the use of voluntary sustainability standard is rising. This report offers a comprehensive snapshot of the significant growth of global sustainability standards across nine commodities: bananas, cocoa, coffee, cotton, palm oil, soybeans, cane sugar, tea and forestry products. This report is a joint effort by the International Trade Centre, Research Institute of Organic Agriculture (FiBL), and International Institute for Sustainable Development

**… for Twitter**

NEW REPORT: #SustMarkets are growing, see the latest stats and emerging trends: bit.ly/1VYU99L #sustainability #markettrends

Just published: The State of #SustMarkets bit.ly/1VYU99L joint effort by @ITCnews @fiblorg @IISD_news

#DidYouKnow RSPO certified areas have grown ~30-fold bt 2008 and 2014? #SeeMore here bit.ly/1VYU99L @RSPOtweets #SustMarkets
How a publication is structured

ITC publications have:
- A (front and back) cover
- Front matter
- Chapters
- End matter

Front matter

Front matter is the set of preliminary pages in a book or a paper, before the substantive chapters appear. Use Roman numerals for pagination.

Title page (page i, but it does not appear on the page)

Abstract page (page ii)

- **Abstract** - The library abstract is drafted by the ITC Library at the end of the publishing process. Communications and Events is submitting the final draft to ITC Library unit before finalizing it for printing.

- **Publications numbers**: The Publications unit assigns ISBN and ITC publication numbers to each new edition. The ITC library unit prepares the library ID number. UN Marketing and Sales provides the bar code and UN Sales number.
  
  Reprints get the same numbers, plus “r” for reprint in the place of the month. For example, ITC number: P249.E/DCP/BTP/13-III; ITC reprint number: P249.E/DCP/BTP/13r

- **Suggested citation**: ITC publications may be featured in academic journals. For the suggested citation, use the APA style:
  
  
  In some cases, external academic writers prefer to be attributed. This is permitted. Contact Communications and Events for details.

**Copyright.** Use this revised text:

© International Trade Centre 2016 [2016 being the year of publication]

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Foreword (page iii)

- All books have signed forewords by the Executive Director. Forewords are preferably one page in length, maximum one and a half pages. Forewords provide the political context, the need and market positioning for the publication. It includes advocacy messages which can be extracted as quotes. These messages are backed by important statistics or findings of the publication.

- Many papers also have signed forewords by the Executive Director. It depends on the nature of the paper.

- The first draft is prepared by the authors, and the second draft is prepared by the ITC publications team. It is then submitted to the Cabinet for review and clearance.
Acknowledgements

- Acknowledge authors and other contributors to a publication on this page only.
- Author bios can be used, but should remain short (one or two lines). Avoid courtesy titles such as Mr., Mrs., Ms., Dr.; titles of posts such as Senior Adviser on Environmental Programmes.
- Funding sources can be included here. They can also be featured on the back cover.

Contents

- The table of contents should tell the story of the publication and its message at a glance. Use verbs where possible for chapter titles and subtitles.
- Tables, Boxes and Figures are numbered and included.

Abbreviations and notes

- Abbreviations are listed alphabetically and spelled out in full.
- An example of a commonly used note is:

  Unless otherwise specified, all references to dollars ($) are to United States dollars, and all references to tons are to metric tons. The term 'billion' denotes 1 thousand million.

Executive summary

The key message, recommendations and conclusions should be in the summary. Consider that many readers will only read this portion of the publication. Ask yourself what is the one thing you would like a specific audience to do differently as a result of the findings in the publication. Be sure to include this message in simple language.

Chapters

The chapters contain text, as well as boxes, tables, illustrations and/or pull quotes.

Text

Coordinated messaging – Be sure the key messages are communicated to all of the authors. This is best done in a face-to-face or skype meeting, and followed up in writing. Ensure that the authors all have the ITC Style Guide and Guidelines for Authors. Both are online in the publications resources of the ITC website.

Structured messaging – Place the main point at the beginning of chapters, sections, paragraphs. Use one thought per sentence, and one idea per paragraph. This helps reviewers and editors understand your findings and recommendations. They can then focus on higher-level improvements to structure, style and format.

Tables, charts, graphs and figures

Create a title that interprets the data in the tables, charts, graphs or figures. Do not expect the reader to draw the conclusion on his/her own. Capitalize the first letter of the table only.

Tables have at least three columns. A simple listing is not a table.

Tables are numbered consecutively, in Arabic numerals (Table 1: Title). Tables in annexes are numbered in Arabic numerals, but as separate series for each annex. When there is one table in a text or an annex, it is not numbered.

Authors are responsible for the selection, construction and accuracy.

Indicate the exact period covered by the table and the units to which figures pertain (e.g. tons, dollars). Ensure percentages add up to 100 and that figures add up to totals (if they do not, explain why).
Always include a source and date. Source references to tables are placed immediately below.


**Source:** Data supplied by the WTO Secretariat.

**Source:** ITC calculations, based on data supplied by the World Bank.

Footnote references are indicated by small letters, in a separate series for each table. The references should read consecutively across, not down, the columns. A reference attached to a column heading applies to all items in the column; it should therefore not be repeated in that column. The terms *ibid.*, *op. cit.* and *loc. cit.* are never used in footnotes to tables. The titles of reference works should be repeated as each table is self-contained.

Figures (graphs, charts, etc.) are numbered separately from tables, in Arabic numerals. For example: Figure 1. The rise and fall of the Roman Empire.

Mention all of them in the text and cite the number. For example: As can be seen in Figure 1, the Roman Empire ...

If units differ between columns, identify them to the right of the page under the title and shown in abbreviated form in the column headings. Use a key to a table may also appear in the body of the table or as an explanatory note under the source reference.

For country comparisons over time, figures are listed in a column in descending order of magnitude. Totals are shown at the top, rather than the bottom.

If symbols appear in only one table, identify them in a footnote. If you need to use the symbols below, include them also in the notes in the front matter.

- ... (three dots): data are not separately reported.
- – (en dash): the amount is nil or negligible.
- n.a.: not applicable.
- n.e.s.: not elsewhere specified.

**End matter**

End matter may include the following elements, in the order shown:

- **Annexes**
  Annexes begin with the Roman number I. A single annex is not numbered. These elements are set out in separate lines as follows:

  Annex I

  Title with following words in lower case

- **Glossary**

- **Bibliography or reference list**
  Check the correctness and completeness of bibliographic entries. List bibliographic references alphabetically and according to the APA style. This style has been chosen because automated software is available for this widely known reference style, and the style is similar to the UN style.

  Contact the Publications Team to support you.

ITC does not prepare indexes for publications. These are resource-intensive. Instead, each publication has a well-structured table of contents. Readers looking for a specific phrase or term can search ITC publications online.