



**PUBLISHING BUSINESS MANAGEMENT ROUND TABLES
CHAired BY RICHARD BALKWILL
SPONSORED BY LITTLEJOHN LLP**

Littlejohn LLP, the firm of chartered accountants behind the AVATAR publishing management system, will be hosting free forums for senior publishing managers and directors interested in discussing how best to future-proof their businesses during these challenging times.

In the current economic climate, what could be more important for publishers than being able to understand how well their businesses are really doing? How can publishers maintain and even increase revenues in these difficult times?

Directors and owners of publishing businesses will certainly benefit significantly from being able to base key decisions on timely, accurate management information. Enabling your finance staff to spend much less time collating data and much more time analysing what is going on will be a particularly sound investment of time and effort for 2009.

An ability to combine day-to-day business critical information with key data about customers and contacts, stock, production schedules and future events, and then act with confidence on this business intelligence, will help business managers weather the recession and may even enable them to grow their businesses, despite the downturn.

These round tables will be facilitated by publishing industry consultant Richard Balkwill and the agendas for each meeting will be driven by participating publishers' questions and concerns. Participants will include members of the AVATAR team, led by Littlejohn IT Partner Ian Singer and other relevant specialists from Littlejohn, where appropriate.

A maximum of ten places will be available for each event, which will take place at Littlejohn's easily accessible offices at 1 Westferry Circus, Canary Wharf, London E14 4HD.

If you would like to express interest in participating in one of these events please email Michael Collins at mcollins@littlejohnllp.com or call Michael on 07779 602 865 to discuss your interest.

For information on AVATAR please visit www.avatar-software.com.