

Cloud Publishing Services

Background:

Cloud Publishing, a small publishing services company operating from Cape Town, South Africa, has managed a number of interesting publishing and literacy projects in Southern and East Africa, the Middle East, South-East Asia and the Caribbean since it started in 1996.

The company combines its talents and strengths in different areas to work across subjects with a focus on maths, sciences and children's literacy. Additional services are bought in on a project-by-project basis as needed which allows Cloud Publishing to create work for local illustrators, editors, writers, book-designers, typesetters, voice-over artists, photo researchers and photographers.

How will Cloud Publishing Services benefit from winning a British Airways'

Business Opportunity Grant?

"Besides the obvious budgetary relief that a Grant of this immense value offers a small company like Cloud Publishing, it gives us the chance to meet face-to-face with clients and pitch new projects and ideas to them in person.

"Face-to-face meetings are invaluable, particularly in an industry where your existing contracts change jobs fairly often to be replaced by people that we don't know and have not previously worked with.

"Cloud Publishing is unbelievably excited and grateful to have won this grant. It has already allowed us to firmly contract two new projects and has opened the door for several more. We've been able to book for exciting industry events that we'd otherwise only be able to dream about. This will give us a chance to meet people, network and get our name into new areas. Thanks to British Airways, I believe that Cloud Publishing will be able to fly even higher.



The British Airways Business Opportunity Grant has already enabled us to successfully ‘seal a deal’ through face-to-face engagement which would not have been possible without the opportunity to meet with the client. Our first meeting resulted in a three book contract for the Caribbean, a revision and update of an older project with two new components and the possibility of a Language Arts course later this year.

“An exciting and additional benefit of using the British Airways global network is that we can add onto trips to engage in professional development and networking activities.

In August this year, we will combine educational events at the Edinburgh Book Festival with a trip to London to see clients. In September, our literature and language specialist will be adding the Gothenburg Book Fair (with a focus on Africa) to a trip to London to discuss a Language Arts project for the Caribbean with a large publisher.

“Flying British Airways business class is a wonderful opportunity that allows us to arrive in London well-rested and to have a lovely breakfast, refreshing shower and sometimes even a massage, in the arrivals lounge at Heathrow’s Terminal 5. We are also able to use the Regus memberships to make sure we meet our clients in a comfortable off-site environment..”

Karen Morrison, owner of Cloud Publishing