

Copyright and Income Generation

Course Overview

This course provides an introduction to the basic principles of understanding how income can be generated from copyright. It offers basic and practical training, giving participants the tools they need to understand the issues, costs and benefits associated generating income from their collections and reducing risks. The course is aimed at professionals who already have a basic understanding of copyright and who want to further develop their knowledge by offering practical training to start building effective rights exploitation toolkit.

Topics include: what is copyright; types of works which might be exploited; licensing activities; cost/benefit considerations; ecommerce models and practical examples.

Participants will also receive packs of copyright materials, including a copyright handbook.

Course Objectives

By the end of the course participants will have:

- Understood how rights can be exploited;
- Examined ways to build their own robust licences and to negotiate licences with third parties;
- Experienced hands-on practical all day training in an informal and relaxed learning environment.
- Considered the importance and procedures for achieving best copyright practice;
- Understood the legal requirements of copyright and the use of documentation to achieve them;
- Considered shortfalls in their own policies regarding copyright and methods of improving them;
- Have seen and used copyright resources.

Who Should Attend?

This course is suitable for both employees and volunteers who are:

- Establishing or improving procedures for income generation and/or licensing activities

Training Methods

This course will deliver the objectives using a mix of presentations, practical exercises, discussion, and one to one consultancy.

Preparation

Participants should have considered copyright practice within their own organisation, and are encouraged to bring examples of their institution's copyright problems for discussion on the day.

Length of course

1 day