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## INTERNATIONAL BAR ASSOCIATION Book Proposal Form

In order to help the IBA staff to assess a proposal for a book publishing project we ask that the committee chairs/publications officers complete the following proposal form, giving as much detail as possible. IBA Senior Staff will then assess the proposal and decide how to proceed with the project. If it is decided to support a book proposal then it will either be passed to a commercial publishing partner to assess interest in co-publishing or a decision will be made as regards the level of support and resource a book can be given by the IBA on its own (in some cases this may be little). It should be borne in mind that it can take as long as a year or even more to develop a book from start to finish. That is particularly important when considering the topicality of the subject matter and ongoing appeal to the target audience.

**What is the title of the proposed book?**

**Please answer the following questions:**

Please provide a brief description of the coverage

What is the rationale for doing it – why is now is the right time for producing a book on this topic and what are the features and benefits of it?

What is the structure of the project? – provide a full contents page and, if possible, a template for each chapter.

How will the project be developed? Please give details of authors and contributors, how they will be sourced and their credentials.

Do you see this as a commercial project –to be sold to both IBA members and non-members – or as a project for the benefit of the committee only.
What is the primary market? Secondary market? If possible give an idea of size of market.
Please provide details of any competing titles or information sources (on- and offline). What are this project’s unique selling points (USPs)
How are the costs of this project to be met (if it is proposed as a co-publication all costs are met by the commercial publisher, but an internal project needs to demonstrate source(s) of funding.)
Do you have any thoughts on pricing?
Please give a rough schedule as you envisage it, from now until delivery of manuscript
What is the expected publishing date?

**Please return your completed form to: Director of Content, James Lewis (James.Lewis@int-bar.org).**

**Proposal completed by:**

**(print name)** \_\_\_\_\_

**On behalf of Committee** \_\_\_\_\_

**Date** \_\_\_\_\_