Hello [insert boss’ name],

I would like to attend FutureBook this year, on Monday 24 Nov, and the no-additional-cost Day of Code that comes with the ticket price, on Friday, 22 Nov.

* The book industry pays too much for software
* The book industry doesn’t pay enough for software
* Software is eating the world

From bookstores to publishing houses, the book business is paying too much for software because of a lack of knowledge, poor technology choices, bad website briefings, and far, far too low expectations of technology that cost time, reputational damage, and seemingly endless customisation fees.

At the same time, we are not paying enough for software: to train knowledgeable staff, to build our own solutions, to innovate with our supply chain, our consumer-facing websites, our workflow, our data collection, our books. Software that meets needs, saves time, makes the sale has huge value.

“Software is eating the world” said Marc Andreessen in 2011 (https://a16z.com/2011/08/20/why-software-is-eating-the-world/), but the book industry hasn’t moved along far enough from our mention in his article: “Perhaps the single most dramatic example of this [is when] Borders agreed to hand over its online business to Amazon under the theory that online book sales were non-strategic and unimportant.”

But, but, but: publishing is hard to understand. Software is easier! It is so much more cost effective to train willing publishing people in software than train software people in publishing.

**Day of Code** is a coding course designed and written by publishers, for publishers, and will allow me to:

* Learn from the people already at the intersection of publishing and technology.
* Help me to push the limits of my work productivity.
* Gain new ideas on how we can incorporate technology within our own business.

I will build a fully-functioning publishing website in a day, using an API feed of ONIX information of our books. The technologies covered will be HTML, CSS, Javascript and Ruby, as well as version control and deployment to the web.

I have the determination to learn as many digital skills as I can to advance our business. Attending FutureBook and the Day of Code is a low-cost, publishing-specific way to add essential technology skills to my publishing knowledge.

With your permission, I’d like to book my ticket before the price goes up – I can save on my ticket if I register before the Early Bird rate sell out.

For more information you can visit the website here: www.dayofcode.co.uk.

Thank you,

[name]