

1 April 2011

*Early Bird registration until 17 April 2011*

## **21st Intensive Course in Journal Publishing - Europe**

The premier course for middle and junior managers in STM & social science publishing

16 – 18 May 2011

Heathrow Windsor Marriott Hotel, Windsor, UK

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### **Comments from the 2010 course**

"I think the organisers succeeded in anticipating future developments & raised many interesting discussion points."

"OA was covered, changing legal issues, changing consumer markets/needs."

### **Scope**

The course aims to provide a serious grounding in all aspects of learned journal publishing - providing an in-depth understanding of the various publishing functions. It is intended that each function should be understood within the overall context of journal publishing. The presenters have been asked to describe the current journal publishing business and what could be in its future.

### **Who should register**

This course is designed for those with one or two years experience in their publishing job with a scholarly or professional publishing organization. The experience may be in editorial, sales, marketing or content management roles, but the course is also valuable for people working in other roles such as finance, web publishing and technology, or customer service.

Participants moving into journals from other publishing sectors will benefit.

Building on their experience, registrants will gain a holistic understanding of the research publishing industry. The "mechanics", functional roles and relationship with different customers are explained. Global publishing experts in senior positions work as lecturers.

### **Course design**

The course consists of three days of intense lecture, discussion and practical exercises – each day focusing on one aspect of the journal publishing business. Those who complete the course will receive a certificate of completion signed on behalf of STM.

<b>Parts A, B, C.</b>	16, 17, 18 May	€1200
<b>Part A – Editorial Responsibility</b>	16 May	€450
<b>Part B – Sales, Marketing, Communication</b>	17 May	€450
<b>Part C – Production, Service, Innovation</b>	18 May	€450

The "Early Bird" discount will end after 17 April 2011 and the fees will rise to €1400 for all modules and €550 for individual modules.

There is a block of rooms available (until 18 April 2011) for STM registrants at the Heathrow Windsor Marriott for the nights of 15 – 19 May 2011. The rate is GBP 139.00

<http://www.marriott.com/hotels/travel/lhrsl-heathrow-windsor-marriott>

Rooms can be reserved by calling the Marriott Reservations line on 0800 221 222 and quote **S15A** for the International Association of STM Publishers Journals.

## Preliminary Programme

**Monday  
16 May**

### **Part A - Day 1 Editorial Responsibility**

- 08:30 Registration
- 09:00 **Introduction to the program**  
**Joachim Engelland, STM Director of Education and Training**
- 09:15 **Relationship management**  
**Pieter Bolman, Chairman at IPRO**  
The need to have multiple connections. Understand and manage expectations: editors, authors, managing editors, society officers, readers etc.. Lead individuals and groups without having direct power of discipline. Make the most of meetings with editors and societies: enable creativity, shared understanding, common goals and commitment.
- 10:45 Break
- 11:00 **Copyright**  
**Sue Joshua, Director of Legal Affairs, Wiley-Blackwell**  
The legal frame work of publishing: (1) copyright legislation, (2) contracts and (3) (click-through-) licenses. Who owns and who owes – between publisher, author and editor? Who owns and who owes – between publisher, subscriber and user? Copyright and open access (e.g. Creative Commons licenses).
- 12:00 Lunch
- 13:00 **Metrics of Performance**  
**Caroline Black, Managing Director, Mac Keith Press**  
Journals' health assessed in three dimensions: (1) editorial quality, (2) usage and (3) financial performance. Measure quality and quantity of submission flow, reviewers' activity and publication speed. Understand metrics of usage and citation, related standards and benchmarks (e.g. COUNTER). Understand the core financial elements that measure the journals' economic performance.
- 14:00 **Case study exercise**
- 15:00 Break
- 15:30 **Submission and peer review management**  
**Claire Bedrock, Senior Publisher, IOP**  
The manuscript workflow – looked at from two classical perspectives: (1) editorial related and (2) the production related tasks. Tools and techniques for getting the right number and quality of manuscripts, detecting and dealing with plagiarism, managing peer review, content enrichment. Dealing with rejections, resubmissions and online early publication.
- 16:30 **Q&A with all speakers**
- 17:00 End of day 1
- 18:30 Informal dinner for attendees staying over for next day

**Tuesday  
17 May**

**Part B - Day 2  
Sales, Marketing, Communication**

- 08:30 Registration
- 09:00 **Introduction to the program**  
**Joachim Engelland, STM Director of Education and Training**
- 09:15 **Sales and Licensing**  
**Dagmar Laging, VP Sales, Springer**  
Trends in licensing (bundle and not bundle, print and online); the role of intermediaries; price setting (consortia, tiered pricing etc.); subscription based versus open access business; challenges when journals transfer between publishers;
- 10:45 Break
- 11:00 **Marketing**  
**TBD**  
What is "marketing"? Marketing the journal, the collection, the individual article, the author etc. Addressing authors, libraries, funding bodies, researchers etc. dealing with external partners – A&I services, Link Resolvers, How to judge results?
- 12:30 Lunch
- 13:30 **The customer perspective - Panel discussion with librarians and researchers**  
**Stephen Skinner, Imperial College London**  
**Debbie Shorley, Library Director, Imperial College London**  
What is relevant information and service to a library? What is relevant to a researcher? Insight into the evaluation and acquisition process in libraries, the information navigation of researchers – and their publication and communication habits.
- 15:00 Break
- 15:30 **Synergy and competition – traditional and new intermediaries**  
**Andrea Powell, Executive Director for Publishing, CABI**  
A&I services and subscription agents had been classic intermediaries between publishers and their customers. The roles are changing now for some years. New players like Google or Mendeley change the environment and also publishers develop new services, which had been the domain of specialised companies before.
- 16:30 **Q&A with all speakers**
- 17:00 End of day 2
- 18:30 Informal dinner for attendees staying over for next day

**Wednesday 18 May**   **Part C - Day 3**  
**Production, Service and Innovation**

- 08:30                    Registration
- 09:00                    **Introduction to the program**  
**Joachim Engelland, STM Director of Education and Training**
- 09:15                    **Innovation in STM publishing**  
**Eefke Smit, STM Director of Innovation and Technology**  
Changes of the information landscape are (besides other impacts) sparked by technology. The overview of publishers' developments will comprise of (1) content - standards and enrichment, (2) processes – speed and quality, (3) service and functionality of products, (4) interoperability of content and systems.
- 10:45                    Break
- 11:00                    **The Journal Production Chain**  
**Edward Wates, Global Journal Content Management director, Wiley-Blackwell**  
Management of production processes covers a range of different aspects: (1) procurement of services, (2) content management, (3) integration of external and internal processes and systems. The overview will inform about cost and quality benchmarks, data formats and future proofing, problematic cases in the production process: versions of content, retractions, resubmissions etc.
- 12:30                    Lunch
- 13:30                    **Delivering content and service**  
**Gillian Howcroft, Editorial Director Electronic Projects, Taylor & Francis**  
Publishing platforms are built for specific purposes. Relevant functionality is developed for (1) libraries, (2) users, (3) interoperability with business partners of many different kinds. An overview of current solutions and their specific market purposes.
- 15:00                    Break
- 15:30                    **Finance**  
**TBD**  
Understanding the journals P&L: elements of income, elements of cost, analyse profitability and timing income and expenses
- 16:30                    **Q&A with all speakers**
- 17:00                    Hand out of certificates  
End

## REGISTRATION FORM

Early Bird discount until 17 April 2011

### 21st Intensive Course in Journal Publishing – Europe The premier course for middle and junior managers in social science & STM Publishing

16 – 18 May 2010, Heathrow Windsor Marriott, UK

Register online [http://www.stm-assoc.org/event\\_register.intensive.php?event\\_id=64](http://www.stm-assoc.org/event_register.intensive.php?event_id=64)

Name \_\_\_\_\_

Business Title \_\_\_\_\_

Company/Institution \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

#### **Registration Fee**

\_\_\_\_\_ Members and Non-Members for all Parts (Early Bird) €1200

\_\_\_\_\_ Members and Non-Members for Part A – Editorial Responsibilities only (Early Bird) €450

\_\_\_\_\_ Members and Non-Members for Part B – Sales, Marketing, Communication only (Early Bird) €450

\_\_\_\_\_ Members and Non-Members for Part C - Production, Service, Innovation only (Early Bird) €450

**The "Early Bird" discount will end after 18 April 2011 and the fees will rise to €1400 for all modules and €550 for individual modules.**

The fee does not include accommodation. All meals and all tutorial costs are included.

#### **Payment**

\_\_\_\_\_ Enclosed is a check, a bank draft or a postal order for \_\_\_\_\_

Please make payable to the International Association of STM Publishers

\_\_\_\_\_ Please charge my credit card for € \_\_\_\_\_

\_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express \*

Card No. \_\_\_\_\_ Expiration date \_\_\_\_\_

CVC (3 digits code from back of your credit card) \_\_\_\_\_

Name of Cardholder \_\_\_\_\_ Signature \_\_\_\_\_

\*Please note that due to higher AMEX credit card charges we will have to charge you an additional 4%.

Payment must be received in full at the time of registration. Cancellations must be made in writing up to 30 days before the seminar for a 50% refund. No phone cancellations or refunds will be accepted or made after that deadline. Substitutions may be made at any time.

Registration form should be faxed to Sofie Peeters at +32 2 761-16-9

#### **Hotel Accommodation**

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