


## 16th Intensive Course in STM Journal Publishing 2006

Noordwijkerhout May 8 - 12, 2006

The aim of the course is to provide a serious grounding in all aspects of learned journal publishing. The emphasis will be on understanding in depth the various publishing functions. It is intended that each function should be understood within the overall context of joined-up publishing. The presenters have been asked to describe journal publishing as it is. The course is directed by Anthony Watkinson of University College London and Blackwell Publishing Oxford with Gertraud Griepke of Springer Science & Business Heidelberg. They are the course tutors. They will be assisted in assessing the case study presentations by Janet Boullin of Oxford University Press.

There will be plenty of time for thorough presentations by well-known speakers from both sides of the Atlantic and for discussion after the presentations. The following speakers are contributing to the course: Pieter Bolman (STM); Alyson Bowman (Blackwell Publishing); Nancy Buckley (Blackwell Publishing); Yvonne Campfens (Swets Information Services); Helen Bailey (John Wiley); Christine Fyfe (University of Leicester); Tom Gold-Blyth (Blackwell Publishing), David Inglis (Training Consultant); Michael Mabe (STM); Mark Seeley (Elsevier); and Barbara Barrett (Elsevier).



The case study, which is central to the course, is based on a real acquisition of a journal. It will involve a written proposal and also each participant will be required to be part of a group presentation. It is however understood by both the presenters and the course tutors that the majority of those taking part in the course will not have English as a first language.

To successfully participate in this course, the participants should have some publishing experience within an STM member company or another scholarly or professional publishing organisation. It must be emphasised that the course is as much designed for those from production or service functions as for editorial and marketing people.

# PROGRAMME

## Monday May 8th

From 12:00 Registration and lunch

13:45

### **Welcome and introduction to the course:**

The course tutors

**The Role of the Journal :** Michael Mabe (STM)

**Editorial:** Barbara Barrett (Elsevier)

**Introduction to the Case study:** The course tutors

Question and answer session concerning the case study: The course tutors

## Tuesday May 9th

**Questions concerning the case study:** The course tutors

**Production:** Helen Bailey (John Wiley & Sons)

**Finance 1:** David Inglis (Training Consultant)

*Work on case study*

**Finance 2:** David Inglis (Training Consultant)

## Wednesday May 10th

### **Marketing, Sales, Special Sales and Distribution I:**

Nancy Buckley, Tom Gold-Blyth and Alyson Bowman (Blackwell Publishing)

### **Marketing, Sales and Distribution II:**

Nancy Buckley, Tom Gold-Blyth and Alyson Bowman (Blackwell Publishing)

*Work on case study*

**Law and Licensing:** Mark Seeley (Elsevier)

*Deadline for handing in corporate financials from case study to tutors. For the evaluation of the written and the verbal presentations the course tutors will be assisted by Janet Bouillin (Oxford University Press)*

*Deadline for handing over of complete case study proposal*

## Thursday May 11th

Presentation of case studies: first three groups

Presentation of case studies: remaining two groups

*Departure by bus to Swets in Lisse*

**Role of the Subscription Agent/Intermediary,** followed by a tour of Swets, Yvonne Campfens (Swets Information Services)

**Role of the Academic Librarian:** Christine Fyfe (University of Leicester)

*Departure by bus to Leiden*

Reception at Brill Publishers followed by informal dinner in the old city of Leiden

## Friday May 12th

Discussion and analysis of case study documentation and presentations : the course tutors assisted by Janet Bouillin

**The role of the publisher in the digital environment:** Pieter Bolman (STM)

Discussion and summing up of issues raised by the course: the course tutors, Pieter Bolman and STM secretariat.

13:00 Closure

### **London - Strategy & Operations**

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# REGISTRATION FORM

## 16th Intensive Course in STM Journal Publishing 2006

Leeuwenhorst Conference Hotel, Noordwijkerhout, NL,  
Tel +31 252 37 88 88 from Monday 8 May till 12 May 2006

I will attend the 16th Intensive Course in STM Journals Management  
Monday 8 May to Friday 12 May 2006

### The registration fee is €2,520

Registration form should be e-mailed to [secretariat@stm.nl](mailto:secretariat@stm.nl) or fax to +31 70 314 09 40  
Any questions about this or other STM seminars please get in touch with [linda@stm.nl](mailto:linda@stm.nl)

Name: \_\_\_\_\_

Publishing house: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

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### Payment

Enclosed is a cheque, a bank draft or a postal order for €

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