OUTLINE PROGRAMME

Monday 18 September

Midday Registration
Afternoon Keynote introduction
Michael Mabe, Chief Executive Officer, STM Association
Richard Balkwill, Course Director
‘Navigating the turbulence of change’
Martin Tanke, Managing Director,
Journal Publishing, Elsevier S&T
Course quiz: ‘So you think you know about STM publishing?’
Introduction to case study: ‘What are the biggest threats to my company?’
Group work and feedback
Evening Course photograph
Keynote speech and Dinner
Guest speaker: Dr Evan Harris, UK Member of Parliament

Tuesday 19 September

Morning ‘Risk analysis and investment strategies’
Chris Blake, Chairman, Earthscan
Group work: ‘Acquisition strategies and investment opportunities’
Afternoon Feedback from group work
‘Managing merged businesses’
Jim McGinty, Cambridge Scientific Abstracts
Evening Free to visit Oxford

Wednesday 20 September

Morning ‘Managing the digital rights environment’
Dr Alicia Wise, Chief Executive, Publishers Licensing Society
Sue Joshua, Director of Legal Affairs, John Wiley & Sons Ltd
‘Succeeding in a turbulent environment: a living strategy’
Dawn Bova, Director of Human Resources, Blackwell Publishing
Gareth Williams, Human Resources Director, Taylor and Francis Group
Afternoon Introduction to case study:
‘Strategic issues facing STM publishers’
‘Structuring and managing global businesses’
Dr Pieter Bolman, former Chief Executive, STM Association
Jayne Marks, CEO Global Operations, MPS Technologies Ltd
Evening Reception and dinner (sponsored by Elsevier)
Headington Hill Hall, Oxford Brookes University
Guest speakers:
Sir Muir Gray, Director of Clinical Knowledge, Process and Safety, National Health Service
Professor Linda Fitzsimmons, Dean of the School of Arts and Humanities, Oxford Brookes University

Thursday 21 September

Morning ‘Creating a new vision for an enterprise’
Hugh Look, Senior Consultant, Rightscom
Case study presentations:
‘Strategic issues facing STM publishers’
Debate and discussion.
Lunchtime Master Class closes.
Turning change to strategic advantage…

The publishing industry continues to change radically in the way it works to serve the scientific community. Technological opportunities must now take their place alongside more pressing demands of creating and maintaining assets, resolving the question of ownership of intellectual property, and continuing to add value to the process of scholarly communication. The STM Master Class explores all the major issues in depth.

The main objective of the course is to help delegates develop their strategic business skills in relation to risk analysis and investment decisions, structuring and managing global businesses, external relationships, understanding the impact of organisational culture on business performance, successful post-acquisition implementation, and understanding key drivers for change.

Course themes and topics…

In helping delegates to develop strategic business skills, the course will focus on these themes:

- **strategic change management**
  - redefining your business and strategy, planning for change, dealing with drivers for and resistors to change

- **risk analysis and investment strategies**
  - looking beyond the ‘old economy’ models, thinking innovatively, building services as well as products

- **structuring and managing global businesses**
  - defining appropriate structures for a business, clarifying core competencies, cost/benefit analysis of insourcing and outsourcing, and formalising and managing outsource relationships

- **succeeding in a turbulent environment**
  - dealing with the human side of change, structuring for today and tomorrow, harnessing external influences and internal culture

In addition to seminars, discussions, and group work, delegates will be able to network informally with high achievers from a range of STM publishers and organisations.

Who is the course for?

The STM Master Class is aimed at tomorrow’s senior managers in all STM functions. Delegates are expected to be highly motivated and aspiring individuals, seeking to broaden and develop their understanding of the publishing business as a whole.

They will be aware of the main influences, opportunities and threats facing STM publishers, and be able to demonstrate an ability to introduce new and novel solutions to various publishing scenarios. Delegates will typically have three to five years’ professional experience in one or more of the following functions:

- Business development
- Finance
- Information technology
- Production
- Editorial
- Human resources
- Marketing
- Sales and customer relations

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