

STM MASTER CLASS

Developing strategic business skills

“I can't imagine a better selection of speakers.”

2005 DELEGATE

“It's hard to make complicated things simple, but it's usually worth it.”

MARJORIE SCARDINO

The course has been designed with the support and input of directors and managers from these companies:

Blackwell Publishing
BMJ Publishing Group
CrossRef
Elsevier
Institute of Physics
Publishing
John Wiley & Sons
Taylor & Francis

OXFORD
BROOKES
UNIVERSITY

stm
INTERNATIONAL
ASSOCIATION OF
SCIENTIFIC,
TECHNICAL &
MEDICAL PUBLISHERS

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.

Strategic change management

Risk analysis and investment strategies

Structuring and managing global businesses

Succeeding in a turbulent environment

STM MASTER CLASS

“This was the best course I have ever been on”

JOHN WILEY DELEGATE

“Valuable access to companies' top personnel”

ELSEVIER DELEGATE

“Invaluable for commercial and society publishers alike”

INSTITUTE OF PHYSICS PUBLISHING DELEGATE

book before 30th June

