

**STM 1st Asian Intensive STM Journals Course
24-27 February 2008
Robert Black College, The University of Hong Kong
Hong Kong**

Programme

Sunday, 24th February

- 12.00 Registration
- 12.30 Lunch
- Introduction
- **Anthony Watkinson**
- Role and Future of the STM Journal
- **Michael Mabe** (CEO, STM)
- Explanation of case Study and delivery of the case study to students
- **Mark Robertson** (Wiley-Blackwell)
- Break & initial work on the case study in three groups
- Editorial/Strategic Journal Development
- **Amanda Davis** (Wiley-Blackwell)
- More work on case study in three groups
- Pre-dinner drinks with speech about STM
- Evening meal
- Further work on case study in groups

Monday, 25 February

- Breakfast
- Questions & Answers on Case Study
- **Anthony Watkinson**
- Finance
- **Nee Phua** (World Scientific)
- Break and further work on base study in groups
- Lunch

- Content Management including Hosting
Pam Sutherland (Oxford University Press)
- Break
- Subscriptions and Customer Service
Robert Gorter (Elsevier)
- Work on case study in groups
- Evening meal followed by further work on case study in groups

Tuesday, 26 February

- Breakfast
- Law and Licensing
Mark Seeley (Elsevier)
- Break
- Marketing
Joe Lam (Elsevier)
- Visit to Library and one hour talk by the librarian
Tony Ferguson
- Lunch
- Hand in business financials
- Evening meal
- Hand in written proposals

Wednesday 27 February

- Breakfast
- Presentations by three groups
- Break
- Evaluations, Summing up
Anthony Watkinson, Mark Robertson, Maurice Kwong (Springer)
- Presentation of certificates of attendance and completion from the International Association of STM Publishers and The Centre for Publishing at University College London
- 13.15 Lunch