

7 March 2008

**stm**

INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL & MEDICAL PUBLISHERS

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***Network with the leaders of today and the future!***

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**The intensive residential course for future senior managers in STM publishing**

### **STM Master Class - United States**

Rye Brook, New York

8 – 10 June 2008

Doral Arrowwood

Rye Brook, New York, USA

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**Program Director:** John Tagler, Vice President, Elsevier New York

**Course Director:** Richard Balkwill

#### **General overview**

For eight years, the STM Master Class has established itself as a benchmark of exciting and innovative teaching and learning in strategic business skills. The STM Master Class attracts senior and influential speakers from within and outside STM industry whose ideas challenge the delegates to tackle today's key publishing issues – achieving innovation, tackling change, evaluating risk, licensing and acquiring intellectual property, managing relationships with key stakeholders, and enhancing brand values.

The course is not concerned with process but with fresh thinking, of ways to adapt our business to meet the new demands we all face, while also providing a sustainable source of income. This is the first course in North America. Richard Balkwill the training consultant who has devised the European course and has run it from its inception is the course director. John Tagler of Elsevier has put the program together.

#### **Who is the course for?**

- Tomorrow's international senior managers in all STM publishing functions: marketing/sales, business development and editorial.
- Managers will have between three – five years' experience, including some responsibility for managing budgets, resources and staff.

#### **Benefits of participating in the course**

- More confidence in making strategic decisions
- Original and innovative ideas to manage change
- A radically different way of looking at the STM market
- Opportunities to network with high level people in our industry
- Greater willingness to review models and apply techniques from outside our industry
- Membership in a growing community of highly motivated and committed former delegates

### **Some features of the course**

- An emphasis on thinking strategically, not on honing process skills
- A superb range of senior high-profile speakers
- Demanding group work with case studies that bring to life course themes and topics
- A clearer vision of who our partners and stakeholders are, and what they might want
- Contrasting points of view from stakeholders, customers and publishers

### **Key themes and topics**

- The pace of change continues to make demands on STM managers; the change is disruptive, but offers opportunities for entrepreneurial innovation
- Managers increasingly have to respond to demands to redefine their business strategy
- Who are our stakeholders? These partners are more than customers. What do they need from us, and how are changes in research methodology impacting upon our business?
- The need to understand and manage risk, and to make substantial investment commitments without all the data and facts
- Are we equipping future managers with the aptitude and skills to manage change innovatively?
- The legal and rights environment is changing and putting new pressure on how we negotiate licenses and agreements

### **Preliminary Speakers List**

- **Karen Hunter**, Senior Vice President, Elsevier
- **James Neal**, Vice President for Information Services and University Librarian, Columbia University
- **Andrew Plume**, Senior Publishing Information Manager, Elsevier
- **Mark Seeley**, Senior vice President, General Counsel, Elsevier
- **Dan Tonkery**, Vice President of Business Development EBSCO

### **Venue**

Nestled amid 114 wooded acres in Rye Brook village in Westchester County, yet only 45 minutes from New York City, The Doral Arrowwood is close to all metro area airports.

975 Anderson Hill Road, Rye Brook, New York. Tel: 914.908.4969 Fax: 914.323.5500

<http://www.doralarrowwood.com>

### ***Comments from Master Class Oxford delegates in previous years***

'This was the best training course I have been on'

'Excellent – gave me a whole lot of information and perspective on what turbulence publishers face and how we might approach it'

'Speakers were compelling, stimulating and entertaining'

For updates on this course and other STM courses, seminars, and conferences, please visit us at

<http://www.stm-assoc.org/stm-events>

**REGISTRATION FORM**

**STM Master Class US - Rye Brook, New York  
8-10 June 2008  
Doral Arrowwood  
Rye Brook, New York**

**For quick registration, register online at STM Master Class US**  
<http://www.stm-assoc.org/stm-events>

Name \_\_\_\_\_

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

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

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

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

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

**Registration fee** \_\_\_\_\_ €1460

**Registration fee does not include accommodation, but does include meals.**

A block of rooms have been reserved for the course at the Doral Arrowwood. The daily rate is \$415.00 at 7.37% State tax and 3% occupancy.

For hotel reservations, please contact Jo Gartside [gartside@stm-assoc.org](mailto:gartside@stm-assoc.org).

**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 \*

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\*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 2 774 96 90

For updated information and registration, please visit <http://www.stm-assoc.org/stm-events>.