

*International Association of Scientific, Technical and Medical Publishers
Oxford Brookes University*

STM Master Class
‘Developing Strategic Business Skills’

St. Catherine’s College, University of Oxford
Monday 15th – Thursday 18th September 2008

Course Director: **Richard Balkwill**
Associate Consultant in Publishing Studies, Oxford Brookes University

Programme

Monday 15 September

- 12.00 Registration
12.45 Lunch
13.45 **Keynote introduction**
Michael Mabe, Chief Executive, STM Association
Richard Balkwill, Course Director
14.00 **‘Publishing in an age of uncertainty’**
Michael Mabe, Chief Executive, STM Association
15.00 Break
15.20 Delegate introductions
15.45 Introduction to case study
‘What are the biggest threats to my company?’
16.00 Group work on case study
16.30 Break
16.45 Groups feed back their findings
17.15 **Poker School**
Led by Chris Blake, Chairman, Earthscan
18.15 Master Class photograph in the Quod
18.30 Drinks Reception
19.15 **Dinner and keynote speech**
Long Dining Room of the Senior Common Room
Host for the evening: **Roger Ainsworth, Master of St. Catherine’s College**
Guest speaker: **Peter Ward, Chief Executive, British Dental Association**

Tuesday 16 September

- 09.00 **‘Risk analysis and investment strategies’**
Chris Blake, Chairman, Earthscan
- 10.45 Break
- 11.15 Introduction to case study
‘Acquisition strategies and investment opportunities’
- 12.45 Lunch
- 13.45 Groups feed back their responses to the case study
- 14.30 **‘Data gathering and the commercialisation of assets’**
Professor Martin Hofmann-Apitius, Head of the Department of Bioinformatics, SCAI
Michiel Kolman, Senior Vice-President, Global Academic Relations, Elsevier
Richard Kidd, Manager, Informatics, Royal Society of Chemistry
- 15.30 Break
- 15.45 Presentations continue
- 16.30 Questions and discussions
- 17.00 Close
- 18.00 Reception and course quiz at Copa, George Street, Oxford
- 19.00 Delegates join one of three groups for dinner in local restaurants, or return to St. Catherine’s College

Wednesday 17 September

- 09.00 **‘Managing the digital rights environment’**
Dr Alicia Wise, Chief Executive, Publishers Licensing Society
Sue Joshua, Director of Legal Affairs, John Wiley & Son
- 10.30 Break
- 10.50 **‘Building resources in times of change: a living strategy’**
Patrick Thibor, Director, Springer Verlag
- 12.30 Introduction to group work and debate
‘Strategic issues facing STM publishers’
- 13.00 Lunch
- 14.00 **‘Taking strategic investment decisions’**
Susanna Kempe, Chief Marketing & Strategy Officer, Emap
- 15.30 Groups work on issues for debate
- 17.30 Break
- 18.15 Coach leaves for Headington Hill Hall, Oxford Brookes University
- 18.45 **Reception at Headington Hill Hall:** delegates meet academic staff at the Oxford International Centre for Publishing Studies, School of Arts and Humanities, Oxford Brookes University
- 19.30 **Dinner** sponsored by Elsevier
Guest speakers:
Professor Janet Beer, Vice-Chancellor, Oxford Brookes University
Fiona Godlee, Editor, British Medical Journal
- 22.00 Coach returns to St. Catherine’s College

Thursday 18 September

- 09.00 **‘Creating a new vision for an enterprise’**
Hugh Look, Senior Consultant, Rightscom
- 10.30 Break
- 10.45 **‘Strategic issues facing STM publishers’**
Debate and discussion
- 12.15 Comments and feedback on final group work
- 12.30 Presentation of certificates
Course summary
- 13.00 Optional lunch
- 14.00 Course closes

as of 28 August 2008