



INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL & MEDICAL PUBLISHERS

www.stm-assoc.org

26 September 2008

[Register by 20 October for early bird discount!](#)

STM Intensive Course in Journal Publishing - United States 17 – 21 November 2008

[The Inn and Conference Center](#)

University of Maryland – University College
Marriott Conference Center
Adelphi, Maryland

Some comments from the 2008 European Intensive Journals Course

"A challenge in all senses, perfectly relevant and immediately transferable to my daily work"

"Very hard work, but very useful"

"A big challenge, but the case study was an excellent lesson for me"

"Extremely valuable exercise in thinking strategically and the teamwork emphasised the importance of teamwork to pitching a proposal to a society"

Course Description

After 18 years in Europe, the International Association of Scientific, Technical and Medical Publishers is bringing its well-known **Intensive Course in Journal Publishing** to the United States.

The course aims to provide a serious grounding in all aspects of learned journal publishing. The emphasis will be on understanding in depth the various publishing functions. The presenters have been asked to describe journal publishing as it is and what it may be becoming.

The Case Study

The case study, which is central to the course, is based on a real acquisition of a society-owned journal. The concentration is on the reality of a bid to a scholarly society that has decided to explore how publishing companies would value its journal and to learn what these companies offer in the changing world of information delivery. The study will involve the development of a supporting financial model, a written proposal, and a group presentation.

Who Should Attend

To successfully participate in this course, the participants should have some publishing experience within an STM member company or another scholarly or professional publishing organization. The course is as much designed for those from production or service functions as for editorial, sales and marketing people.

Preliminary Programme

Monday, 17 November

11:00 AM	Registration Opens
12:00 Noon	Lunch
1:00 PM	Welcome and Introductions
1:15 PM	Setting the Stage: Glen Campbell , Senior Vice President, U. S. Health Sciences Journals, Elsevier Journal publishers live in exciting times. Where are we headed and what challenges do we expect to find along the way?
2:30 PM	Responding to the RFP: Kathey Alexander , Consultant in Scholarly & Professional Publishing From receipt of the RFP to making your pitch to the Society. What societies and their consultants look for.
3:45 PM	Journal Finance: Joe Fargnoli , Senior Business Manager, Wiley The Journal P&L is the heart of the journal proposal. Developing a competitive offer that shares revenue with the society without being unduly risky for the publisher is the challenge.
6:00 PM	Introduction of Case Study , distribution of RFP, allocation of attendees into companies.
7:00 PM	Reception followed by Dinner

Rest of evening to review RFP and begin work on proposals

Tuesday, 18 November

8:30 AM	Q & A concerning Case Study
9:00 AM	Subscription Revenue: Jayne Marks , Vice President & Editorial Director, Journals, Sage Publications Print, electronic, licenses, and consortia. The challenges of making projections when every publisher uses a different model.
10:15 AM	Non-Subscription Revenue: Greg Giblin , Corporate Sales Director, Americas Wiley-Blackwell and Frank Cox , President, Pharmaceutical Media, Inc. "Other revenue" can make or break a journal's financial success. Opportunities have flourished in the print world; what's in store for online ancillary revenue?
11:30 AM	Work on proposals; working lunch
3:30 PM	Q&A concerning Case Study
4:00-5:00 PM	Relationship Management: Paul O. Weislogel , Ph.D., Executive Director, Medical Journals Strategy and Acquisitions, Lippincott Williams & Wilkins Winning the business is just the first step. Working with Societies and Editors brings unique challenges that must be handled with discretion and diplomacy.
5:30 PM on ...	Work on P&Ls and proposals. Dinner available at 7:00 PM

Wednesday, 19 November

8:30 AM	Deadline for handing in P&L to course faculty Q&A re proposal and presentations
9:00 AM	Marketing: Maureen Naff , Senior Global Marketing Manager, Springer Promoting the individual journal; marketing digital collections to libraries and consortia; advertising individual articles to increase usage; marketing for authors. Marketing no longer means direct mail.
10:15 AM	Content Management: Duncan Lewis , Vice President Strategic Business Development, Lippincott Williams & Wilkins Print and/or online; the up and downside of off-shoring; proprietary online platform or out-sourced to a vendor. What do you as publisher need to know?
11:30 AM on ...	Team representative available to meet with faculty to defend P&L. Work on proposals and presentations. Dinner available at 7:00 PM
10:00 PM	Deadline for completed proposals delivered to faculty

Thursday, 20 November

9:00 AM	Company Presentations
1:00 PM	Lunch
2:00-3:00 PM	The Changing Legal Landscape: Mark Seeley , Senior Vice President, General Counsel, Elsevier Copyright and open access, perpetual access concerns, ownership of the "subscriber list" are all issues that came along with the advent of electronic journals. How do we protect everyone and everything that needs to be protected.
3:30-4:30 PM	Usage Data: Susan King , Ph.D., Senior Vice President, Journals Publishing Group, American Chemical Society Publishers, librarians, and journal editors all want data. What do usage statistics mean and how can we use them to our advantage? Dinner with the group

Friday, 21 November

9AM	Discussion and analysis of Proposals and Presentations Presentation of certificates to course participants Guest Speaker
12 Noon	Closure and Lunch

Course Registration – [Register online for early bird discount!](#)

- \$1500 before 20 October 2008
- \$1800 after 20 October 2008
- Registration fee includes course materials and meals through the duration of the course

Hotel Accommodations

The Intensive Journals course fee **does NOT** include hotel fee. Please see registration form for reservation information.

REGISTRATION FORM

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Adelphi, Maryland

For quick registration, [register online](#)

Name _____

Business Title _____

Company/Institution _____

Street Address _____

City _____ Postal Code _____ Country _____

Phone _____ Fax _____ E-mail _____

Course Registration Fee

_____ \$1500.00 before 20 October 2008 _____ \$1800 after 20 October 2008
Registration fee does not include accommodation, but does include course materials and meals.

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 *

Card No. _____ Expiration date _____

CVC (3 digits code from back of your credit card) _____

Name of Cardholder _____ Signature _____

*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 2 761 16 99

[The Marriott Conference Center](#) is holding a group of rooms for STM at \$169.00 per night until Sunday, October 26, 2008. Registrants must book their own reservations. Please mention "STM Intensive Journals Course" when you call. Tel: 800.453.0309 or Tel. 301.985.7300.

It is essential that attendees stay at the hotel because work will continue to late into the evening. For more information about the course, contact Jo Gartside e-mail: gartside@stm-assoc.org.