

8 April 2009

Network with the leaders of today and the future

Strategies in recession-proofing our business!

Register before 30 July 2009 for discount!

Master Class - Europe **Developing Strategic Business Skills for STM and Social Science Publishers** 14 – 17 September 2009 St. Catherine's College, Oxford, UK

Course Director: Richard Balkwill, Course Director, STM Master Class

General overview

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 the publishing 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.

For the ninth consecutive year, The Master Class is being held in Oxford. Every year feedback from the students has been positive and every year the committee of senior publishers commit to adapting the course to the industry's constantly changing needs.

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 – and succeed during the recession
- A radically different way of looking at the STM market
- Greater willingness to review models and apply techniques from outside our industry
- Membership in a growing community of highly motivated and committed former delegates
- Providing strategies publishers need to weather the recession

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 brings 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

Venue

The venue is the modernist St. Catherine's College in the university. Excellent facilities provides the ideal setting in which to benefit from three days of high-powered presentations, followed by the challenge of putting new ideas into practice through a sequence of stimulating and demanding case studies. There is also ample opportunity to share ideas with an international mix of high-calibre STM managers.

Comments from 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'

Master Class - Europe
Developing Strategic Business Skills for STM and Social Science Publishers
St. Catherine's College, Oxford, UK

Outline Programme

MONDAY 14 SEPTEMBER - Afternoon

Opening: 'Publishing in times of recession'

Michael Mabe, CEO, International STM Association

First case study

Introduction to poker

Chris Blake, Chairman, Earthscan

Evening

Photograph

Dinner in Long Dining Room Speaker to be confirmed

TUESDAY 15 SEPTEMBER - Morning

'Risk analysis/investment strategies'

Chris Blake

Second case study

Afternoon

Case study feedback

'How do we weather recession?' (*'Love in a Cold Climate'*)

Cliff Morgan, Wiley-Blackwell

(plus two guest speakers)

Evening

Quiz and restaurant choices in Oxford

WEDNESDAY 16 SEPTEMBER - Morning

'Managing the Digital Rights Environment'

Sue Joshua, Director of Legal Affairs, Wiley-Blackwell

Alicia Wise, CEO, Publishers Licensing Society

Afternoon

'Maintaining quality at better value' (offshore/outsourcing issues)

Aneeta Madhavan, NewGen

Mike Fenton, Wiley-Blackwell

'Unfolding digital strategy for the future' (how do consumers really behave online?)

Professor David Nicholas, University College, London

Rod Cookson, Editorial Director, Taylor & Francis

Dinner: venue and speakers to be confirmed

THURSDAY 17 SEPTEMBER - Morning

'Creating a new vision for an enterprise'

Hugh Look, Rightscom

Case Study 3: delegates' presentations

REGISTRATION FORM

Master Class – Europe

St. Catherine's College, Oxford, UK

14 - 17 September 2008

For quick registration, register online at Master Class - Europe

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

Name _____

Business Title _____

Company/Institution _____

Street Address _____

City _____ Postal Code _____ Country _____

Phone _____ Fax _____ E-mail _____

Registration Fee

Early Bird discount before 30 July 2009

After 30 July 2009

Member: _____ 2400

_____ 3000

Non-Member: _____ 3000

_____ 3600

Registration fee includes accommodation

For member organizations registering 3 or more people, you are entitled to an additional 200 discount per registrant.

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

Questions about the course should be directed to Jo Dinnage at dinnage@stm-assoc.org