

25 March 2009

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19th Intensive Course in Journal Publishing – Europe
The premier course for middle and junior managers in social science & STM publishing
11th to 15th May 2009
NH Hoteles
Hirschberg, Germany

Course Description

For nineteen years this course has held the premier place in publishing training. Feedback from 2008 students has told STM that we gave them what they wanted. For 2009 we are committed to providing more of the same, yet making the changes that year on year must be made to make sure that the constantly changing environment is taken into account.

Here are some of the comments:

"The course was excellent and extremely worthwhile"

"The course staff were exceptional, very friendly, welcoming and accomodating."

"Thank you for a wonderful course"

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. It is intended that each function should be understood within the overall context of joined-up publishing. The presenters have been asked to describe journal publishing as it is and what it may be becoming.

It is now clear that not only are journals essentially e-journals with (maybe) print subsets but that this fact is now significantly impinging not only on the opportunities we as publishers can present to the communities whom we serve and but also on the business models we may be adopting in the future to enable us to continue to fulfill our role. We shall ask all our speakers to take these relatively recent changes fully into account in their presentations.

Case Study

The case study, which is central to the course, is based on a real acquisition of a journal. Here is one comment from the course this last May:

"The sense of satisfaction at the end was very uplifting as it had covered team work, communication, determination, hard work and of course everything learnt from the course."

"I appreciated the set-up of forcing people to think outside their normal company"

The concentration is on the reality of a bid to persuade a learned society to move to a partnership with one of five imaginary companies or organizations. The study will involve a written proposal and also each participant will be required to be part of a group presentation. It is however understood by both the presenters and the course tutors that many of those taking part in the course will not have English as a first language.

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 for publishing personnel who need a greater understanding of the journal publishing business as a whole. To successfully participate they need some experience of managing a list of journals whether in editorial, sales/marketing or content management functions, and in addition the course is appropriate for those working with journals in other roles such as finance, web publishing and technology, and customer service and those moving into journals publishing from other sectors.

Why Bother with Training?

The world recession means money is tight. Serious decisions have to be made. Managers and all staff have to fully understand their business and the environment in which their companies provide their services to make the right decisions. Past students will tell those to whom they report that they gained a new understanding from this course and their successors should take advantage of this course.

Course Organizers and Tutors

Anthony Watkinson of University College London and Wiley-Blackwell Oxford will again direct the course. He will be assisted by Suzan Fiack of Wiley-Blackwell Berlin and Joachim Engelland formerly of Verlag Walter de Gruyter Berlin. As usual there will be a team of highly experienced publishers and others presenting. Please see the programme below.

The course is run in association with the Centre for Publishing at University College London and those who complete the course will receive certificates of attendance signed on behalf of STM and UCL.

Register online for early bird discount!

- €2400 before 1 April 2009
- €2200 after 1 April 2009
- Organisations sending 3 or more students will receive a €200 discount per student

Registration fee includes course materials and meals through the duration of the course

Hotel Rooming Accommodations

The Intensive Course in Journal Publishing fee does **NOT include room reservation** at the Hirschberg NH Hoteles. It is essential that delegates stay at the hotel, as work will continue late into the evening. The hotel is holding a block of rooms at a reduced rate of € 88,00 (includes breakfast) (11th, 12th, 13th and 14th May). Please contact the hotel directly +49 6201 5020 mention STM. Any questions or problems ask for Maree Lund. For more information, contact Jo Dinnage E-mail: dinnage@stm-assoc.org

Preliminary Programme

Monday, May 11

11.30 Registration starts

12.15 Lunch

13.15 **Welcome and introduction to the course:** The course tutors

13.30 The Role of and Challenges to the Journal: Michael Mabe (STM)

Mr Mabe, who is a visiting Professor in Information Science at University College London as well as Chief Executive of STM, will explain the enduring role of the journal, and the journal article, and the reasons why it is the main vehicle of formal scholarly communication in most STM disciplines

15.30 **Introduction to the Case study, distribution of packs and allocation into companies:** The course tutors

16.00 Refreshment break followed by work on the case study

18.30 **Question and answer session concerning the case study:** The course tutors

19.00 **STM drinks reception**

19.45 **Formal dinner followed by work on the case study**

Tuesday, May 12

08.30 **Questions concerning the case study:** The course tutors

09.00 **Strategic Journal Development: Caroline Black** (Mac Keith Press)

Ms Black, who has held some major publishing positions including most recently director of medical journals at Blackwell publishing, will describe the central editorial role both as regards existing journals and journal new to a company

10.15 Refreshment break

10.45 **Finance: David Inglis** (Training Consultant)

Mr. Inglis has managed major STM companies. In his presentation (calculator needed), he will concentrate on the budgets for individual journals while putting them in the context of general financial planning of a publishing organisation or company.

13.00 Lunch

14.00 **Content Management: Dr. Patrick Thibor** (Springer)

Dr. Thibor, who is director of process and content management, will provide an understanding of modern production processes including workflow and outsourcing in the wider context of the whole publishing business.

15.15 Refreshment Break

15.45 **Electronic Online Delivery Gary Coker** (MetaPress)

Mr. Coker will explain hosting of digital content and how the hosting function is linked through to both content origination and downstream marketing and sales.

17.00 **Work on Case Study**

19.30 **Dinner followed by further work on the Case Study**

Wednesday, May 13

08.30 **Law and Licensing: Sue Joshua** (Wiley-Blackwell)

The presentation will discuss legal issues as applied to journal publishing including in particular but not confined to the challenges to copyright. He will give practical examples of the formation of contracts and touch on licensing and the exploitation of secondary rights.

09.45 Refreshment Break

10.15 **Marketing and Sales: Ingrid van de Stadt** (Elsevier) and **Yvonne Campfens** (Springer)

The presenters will deal with the marketing and selling not only of an individual journal but the wider digital library offered in particular to library consortia. They will briefly explain about other sources of income.

12.30 Lunch

13.30 **Work on Case Study for the rest of the day**

17.00 **Deadline for handing in corporate financials from case study to the course tutors.**

19.00 Dinner

22.00 **Deadline for handing over of complete case study proposal**

23.30 **Work on presentation completed**

Thursday, May 14

09.00 **Presentation of case studies: first two groups**

10.40 Refreshment Break

11.10 **Presentation of case studies: remaining two groups**

13.00 Lunch

14.15 **Role of the Academic Librarian: Helmut Hartmann** (Karl-Franzens-University Graz)
Mr. Hartmann will explain how academic librarians buy journals, their relationships with subscription agents, why and how they decide what to buy and the sort of problems librarians have with publishing in a changing environment

15.45 Break

16.15 **Leave for Heidelberg for visit to Springer Verlag**

Presentations at Springer Verlag followed by a reception

18.30 Leave for dinner in Heidelberg

Friday, May 14

09.00 **Discussion and analysis of case study documentation and presentations:** the course tutors

10.45 Refreshment break

11.15 **Discussion and summing up of issues raised by the course:** the course tutors

12.30 **Presentations of certificates to course participants**

12.45 **Closure and lunch**

REGISTRATION FORM

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NH Hoteles Hirschberg/Heidelberg, Germany
11 - 15 May 2009

For quick registration, register online at <http://www.stm-assoc.org/stm-events/>

Name _____

Business Title _____

Company/Institution _____

Street Address _____

City _____ Postal Code _____ Country _____

Phone _____ Fax _____ E-mail _____

Registration Fee

Before 1 April 2009 €2200 _____ After 1 April 2009 €2400 _____

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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