

8 September 2009

International Association of Scientific, Technical & Medical Publishers
Oxford Brookes University

STM Master Class - Europe
Developing Strategic Business Skills for STM and Social Science Publishers

St. Catherine's College, University of Oxford
Monday 14th – Thursday 17th September 2009

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

Programme

Monday 14 September

- 12.30 Registration
- 13.00 Lunch
- 14.00 **Keynote introduction**
Michael Mabe, Chief Executive, International Association of STM Publishers
Richard Balkwill, Course Director
- 14.15 **'Publishing in times of recession'**
Michael Mabe, Chief Executive, International Association of STM Publishers
- 15.15 Break
- 15.30 Delegate introductions
- 15.45 Introduction to case study
'What are the biggest threats to my company?'
- 16.00 Group work on case study
- 16.45 Groups feed back their findings
- 17.15 **Poker School**
Led by Chris Blake, Business Consultant and Investor
- 18.30 Master Class photograph
- 19.15 **Dinner and keynote speech**
Long Dining Room of the Senior Common Room
Host for the evening: **Dr. Tim Cook, Fellow of St. Catherine's College**
Guest speaker: **Ian Bannerman, Managing Director (Journals), Taylor & Francis**

Tuesday 15 September

- 09.00 **'Decision making, risk and the recession'**
Chris Blake, Business Consultant and Investor
- 10.45 Break
- 11.15 Introduction to case study
'How can we recession-proof our business?'
- 13.00 Lunch
- 14.00 Groups feed back their responses to the case study
- 15.00 **'How do we weather the recession?'**
Piers Russell-Cobb, Managing Director, MediaFund Limited
Mark Ware, Mark Ware Consulting Ltd
Andrew Robinson, Vice-President, Managing Director (Medicine),
Wiley-Blackwell Ltd
- 15.45 Break
- 16.00 Presentations continue
- 16.30 Questions and discussions
- 17.00 Close
- 18.00 Reception and course quiz
- 19.00 Delegates join one of three groups for dinner in local restaurants, or return to St. Catherine's College

Wednesday 16 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
- 11.00 **'Maintaining quality at better value'**
Aneeta Madhavan, Sales Director, UK and Europe, NewGen Imaging Systems
Mike Fenton, Vice-President, Director of Global Operations, Wiley-Blackwell Ltd
- 12.30 Introduction to group work and debate
'Strategic issues facing STM publishers'
- 13.00 Lunch
- 14.00 **'Unfolding digital strategy for the future'**
Professor David Nicholas, Director of Information Studies, University College London
Rod Cookson, Editorial Director, Taylor & Francis
- 15.30 Groups work on issues for debate
- 17.30 Break

- 18.30 Taxi leaves for Headington Hill Hall, Oxford Brookes University
- 19.00 **Reception at Headington Hill Hall**
- 19.30 **Dinner** sponsored by Elsevier
Guest speaker:
Professor Peter Atkins, Professor of Chemistry and Fellow of Lincoln College,
University of Oxford
- 22.00 Taxi returns to St. Catherine's College

Thursday 17 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

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

Member: €3000

3 – 5 registrants – additional €200 discount per registrant

6 – 8 registrants – additional €275 discount per registrant

9+ negotiable

Registration fee includes accommodation

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