

16 September 2009

STM Frankfurt Conference
STM - Surviving our Mid-Life Crisis*
Forward from Forty

The Westin Grand Frankfurt
Konrad Adenauer Strasse 7, 60313 Frankfurt, Germany
Tuesday, 13 October 2009

* **Midlife crisis** is a term coined in 1965 by [Elliott Jaques](#) and used in [Western societies](#) to describe a period of dramatic self-doubt that is felt by some individuals in the "middle years" of life, as a result of sensing the passing of youth and the imminence of old age.

Researchers have found that midlife is often a time for reflection and reassessment. From [Wikipedia](#)

Comments about the STM 2008 Frankfurt Conference

'Excellent agenda, smart presentations'
'Always a great place to meet peers and colleagues from the industry'
'Best networking conference I know'
'As always a very intense warm-up before the Book Fair'
'Good presentations from across STM publishing community'

Preliminary Programme

8:15 Registration, Continental Breakfast & Networking

9:30 **Research4Life – Video**
OARE working in Kenya
Introduced by Michael Mabe, CEO, STM

9:45 **Welcome & Opening**
Jayne Marks, Vice President and Editorial Director, Sage Publications, STM Chair

10:00 **Keynote**
Is Scientific Publishing about to be Disrupted?
Michael Nielsen

Michael Nielsen is a writer working on a book about how the internet is changing the way scientific discoveries are made. In a past life, he was a theoretical physicist who co-authored the standard text on quantum computing -- now one of the ten most cited books in the history of physics. He wrote 60 scientific papers, including one of the first experimental demonstrations of quantum teleportation, named as one of *Science* magazine's "Breakthroughs of the Year" for 1998. In 2008, Michael gave up a tenured academic position to pursue his interests in writing and technology. He blogs at <http://michaelnielsen.org/blog>

Many established companies in the newspaper, music, and video rental industries are currently in distress, as new, internet-based business models disrupt old business models. Closely related industries such as the book and movie businesses are looking on nervously. In this talk, I'll discuss the underlying structural reasons these disruptions are taking place, and make the case that a similar technology-driven disruption is likely to occur in scientific publishing.

11:00 Break

11:30 **E-Books: Publishing, Reading and Working – “Times they are a-Changin’”**
Panel Moderator: Robert Long, Marketing Director, Physical Sciences & Engineering,
Wiley-Blackwell

The world has gone mobile. Our customers - academics, librarians, researchers - are rapidly adopting these technologies. The panel will focus on how we need to pay close attention to what is going on in scholarly markets with “ebooks” and handhelds. We will also provide insights into the future of e-information and mobile devices.

Thinking Outside the Book

Cynthia Cleto, Global eProduct Manager, eBooks, Springer Science+Business Media

What forces surrounding eBooks have made their transition to the electronic world possible? We adapted established publishing concepts learned from eJournals to create a unique eBook business model, tailored to the demands of librarians and their patrons. Success of the model can be measured by market penetration, usage of eBooks in libraries, and in comparison to eJournals. An eye to the future requires monitoring the developing needs of librarians, their patrons, as well as technological innovations. These are essential practices in ensuring an effective launch and continuous malleability of an STM eBook program.

E-books from the library perspective: Selection and Delivery

James Mouw, Assistant Director for Technical and Electronic Services, University of Chicago

With the shift from print to electronic journals largely behind us, the industry now turns its attention to a similar movement in the world of monographs. While many of the issues are the same, the selection and delivery of e-books present us with unique challenges. This presentation will provide insight into those issues from the library perspective, will analyze the successes and failures we’ve encountered along the way, and will also discuss various business models that are in place, including a trend toward patron-initiated purchase. The speaker will also discuss the need for multiple delivery options, including the need for options that are optimized for mobile devices.

Scholarly Publishing and the Amazon Kindle

David Naggar, Vice President, Kindle Content

With the launches of the Kindle, Kindle 2 and the Kindle DX, consumers can now purchase content and have their own documents delivered directly to their e-reader. David Naggar will speak about the development of the Amazon Kindle, looking in particular at the benefits and opportunities that the Kindle program offers to scholars and scholarly publishers. The presentation will include an overview of the recently launched Kindle pilots with a number of universities and colleges in the U.S.

1:15 Lunch

2:15 Update on the Chicago Collaborative – Bringing the Stakeholders Together

T. Scott Plutchak, Director of Lister Hill Health Sciences Library, University of Alabama at Birmingham, and an AAHSL representative to the Chicago Collaborative

“The Chicago Collaborative was created from a conviction that we are at a pivotal moment in the history of scholarly communication. . . . In libraries and editorial offices and publishers meetings across the globe, we are trying to figure out how to use the internet and the web and this startling array of new digital tools to once again push scholarly communication in a new direction.”

These lines from the Statement of Purpose indicate the vision of the recently formed Chicago Collaborative. This presentation will outline the background, current activities, and future plans of the Collaborative.

2:45 RIN E-Journals Update

Dr. Ian Rowlands, Reader in Scholarly Communication, Department of Information Studies, University College London

Our report examines how researchers interact with journal websites and whether enhanced access to journal articles has led to greater productivity, research quality and other outcomes. It finds that researchers are savvy when it comes to using e-journals, finding the information they need quickly and efficiently, and that higher spending on e-journals is linked to better research outcomes. Based on an analysis of log files from journal websites and data from libraries in ten universities and research institutions, our report starts to build a clear picture of how e-journals are shaping the information landscape – a picture that we’ll add to as our research in this areas continues.

3:15 Break

3:45 **“What midlife crisis? A Conversation with Derk Haank”**

Derk Haank, CEO, Springer Science+Business Media; **David Worlock**, Interviewer

Derk Haank is the subject of this year’s interview session, as we question him upon the speed and direction of change in scholarly communication, and elicit his views on the future progress and shape of the industry. As the manager, successively, of Elsevier and Springer, he is almost uniquely able to comment upon the relationships of users, intermediaries and suppliers; the emergence of STM as a fully digital marketplace, and the ways in which the industry portrays itself to its customers.

4:45 Close for non-Members

5:00 **Members Only Forum**

Issues of importance to STM members

5:45 **Members Only Drinks & Networking**

6:45

As a benefit of membership, STM members can attend the annual Frankfurt conference for free, but must register!

Non-members register for €375

http://www.stm-assoc.org/event_register.php?event_id=16

STM at the Frankfurt Book Fair - Visit us at our stand J437 - Hall 4.2