

4 October 2009

***Register now – Ensure your place!***

**3<sup>rd</sup> Intensive Course in Journal Publishing – Asia**  
**The premier course for middle and junior managers**  
**in social science & STM publishing**

Sunday 28<sup>th</sup> February – Wednesday, 3<sup>rd</sup> March 2010  
Executive Centre, Nanyang Technological University  
Singapore

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**Comments from the 2<sup>nd</sup> Intensive Course**

“Well balanced. Course Director seemed extremely sincere in her efforts to make all participants most comfortable.”

“It is successful, I would recommend my colleagues to attend next time.”

“Quite balanced as all the material covered helped to build the case study work.”

[Use of case studies] “Excellent and very current, allows great interaction amongst team members who come from different backgrounds in journal publishing. Allows engagement and opportunities to collaborate, exchange ideas and learn about various functions within journals publishing.”

**Who should attend?**

The course is designed for people working in scholarly publishing. To gain the most benefit from the course, the ideal participant will have one - three years publishing experience as junior or middle manager.

**Scope of the course**

Experienced practitioners provide intensive training in all the publishing operations and roles in STM, social science and humanities. The course uses the case study method -- involving the students in competitive business problem solving. The case study also enables the students to share their existing experience and insight, incorporating newly learned skills and insights.

Scholarly publishing products come in various formats – e-journals, e-Books, databases, mobile applications and, of course, print. While the course focuses on journals, other products will be put in context of the typical publishing program.

More detailed information about the topics will be provided closer to the event.

**Course director and speakers**

Amanda Davis, Managing Director for Wiley in Australia, again directs the course. Speakers come from Asia, Europe and the U. S., ensuring that industry specifics in Asian countries are addressed and the global nature of the journals business is always presented.

For more information, please contact Jo Dinnage – [dinnage@stm-assoc.org](mailto:dinnage@stm-assoc.org)

## Preliminary Programme

Course Director: Amanda Davis, Wiley

Course Tutor: Kevin Cohn, Atypon

### Sunday, 28 February

12:00	Registration
12:30	Lunch
13:15	Introduction to the Course <b>Amanda Davis</b> , Wiley
13:45	Introduction to the Case Study <b>Amanda Davis</b> , Wiley
14:00	Publishing Program – Strategic Development <b>Neil Christensen</b> , Wiley-Blackwell, Tokyo
15:15	Tea break
15:30	Break and Work on Case Study
17:00	Questions and Answers about Case Study
19:00	Evening meal – followed by work on Case Study

### Monday, 1 March

08:45	Questions and Answers about the Case Study
09:00	Production – the race for quality, speed and best price <b>Kevin Cohn</b> , Atypon Speaker TBA Editorial: peer review, plagiarism, detection, language editing Production: content management, data formats, and granularity Delivery: hosting, printing, mobile devices
10:40	Tea break
11:00	Finance Speaker TBA Journals, Books and Databases
13:00	Lunch
14:00	Legal Framework – Copyright <b>Scott V. Kissinger</b> , Legal Director, Asia Pacific, Elsevier & Lexis Nexis
15:00	The view of the customer – Researchers Panel of two researchers: Victor Savage, NUS (geographer), Alex Chang, oncologist
16:00	Break and Work on Case Study
19:00	Dinner hosted by World Scientific

### Tuesday, 2 March

08:30	Questions and Answers about the Case Study
09:00	Sales and Licensing <b>Maurice Kwong</b> , Springer Promoting, negotiating, calculating, role of customer care, role of agents, library, consortium, corporate libraries
10:30	Break
11:00	e-Marketing
12:00	The view of the customer – Libraries <b>Lee Cheng Ean</b> , National University of Singapore
13:00	Lunch – followed by Work on Case Study
14:00	Official photograph
17:00	Case Study Results I – Corporate Financials
19:00	Evening meal
22:00	Case Study Results II – Proposal

### **Wednesday, 3 March**

08:30	Case Study Results III – Presentations
11:00	Break
12:30	Evaluation of Case Study results <b>Max Phua</b> , World Scientific <b>Kevin Cohn</b> , Atypon <b>Joachim Engelland</b>
13:00	Lunch
14:00	Future of STM Publishing <b>Michael Mabe</b> , CEO, STM
14:45	Presentation of Certificates
15:00	Tea and close

### **Tradition**

The STM Course in Journal Publishing has a strong tradition in the publishing industry – 19 annual courses in Europe. Many of the speakers have attended one or both of the STM courses: “Intensive Course in Journal Publishing” and the “Master Class”.

The course has established its place within Asian countries – focusing on relevant issues and topics for those markets.

## REGISTRATION FORM

### 3<sup>rd</sup> Intensive Course in Journal Publishing – Asia

Sunday 28<sup>th</sup> February – Wednesday, 3<sup>rd</sup> March 2010

Nanyang Technological University, Singapore

Name \_\_\_\_\_

Business Title \_\_\_\_\_

Company/Institution \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

#### **Registration Fee**

€1850 per registrant \_\_\_\_\_

3 – 5 registrants – €1650 per registrant \_\_\_\_\_

6 – 8 registrants – €1575 per registrant \_\_\_\_\_

9+ negotiable \_\_\_\_\_

The fee includes accommodation for three nights. All meals and all tutorial costs are also included.

#### **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