Register now – Ensure your place!

3rd Intensive Course in Journal Publishing – Asia
The premier course for middle and junior managers in social science & STM publishing
Sunday 28th February – Wednesday, 3rd March 2010
Executive Centre, Nanyang Technological University
Singapore

Comments from the 2nd 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
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  
**Amanda Davis**, Wiley
13:45  Introduction to the Case Study  
**Amanda Davis**, Wiley
14:00  Publishing Program – Strategic Development  
**Neil Christensen**, 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  
**Kevin Cohn**, 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  
**Scott V. Kissinger**, 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  
**Maurice Kwong**, 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  
**Lee Cheng Ean**, 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
        Max Phua, World Scientific
        Kevin Cohn, Atypon
        Joachim Engelland
13:00   Lunch
14:00   Future of STM Publishing
        Michael Mabe, 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

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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