

17 November 2009

STM E-Production Seminar
Thursday, 3rd December 2009
London Marriott Hotel Kensington, London, UK

Comments about the 2008 E-Production Seminar

'I really enjoyed the range of topics covered'

'Excellent content. Well done'

'Good opportunities to meet colleagues and professionals at lunch, in breaks. . .'

'A large agenda, moved along briskly, very good value

About the Event

This is the tenth seminar in the series - now covering content management issues for books and journals. It is an international forum, preceding the Innovations seminar, and drawing Online Information 2009 attendees.

The Audience

Managers with responsibilities in content management will benefit most. Managers with responsibilities in other publishing functions will also find the seminar useful in understanding this important function and large corporate investment.

The entire publishing community now shares the content management concerns of the scholarly and professional publisher, and particularly the STM publisher, who went online early. Parts of the programme will interest trade book publishers, educational publishers and managers in consumer magazines. People working in other parts of the information chain have found previous seminars helpful and will benefit from registration.

The 2009 seminar

The seminar will once again be organised by Anthony Watkinson of University College London and chaired by Edward Wates of Wiley-Blackwell Oxford. The speakers are well known for their mastery of their subject and presentation skills.

All the contributions will revolve around a major problem for publishers and particularly for those working in content management. Many cutting edge developments are off the drawing boards and in the hands of users. These developments have a major impact on the standardised workflows which are an integral feature of modern production practice. How can new thinking and changes in process needed to deliver these exciting applications be implemented without breaking the bank?

With this in mind, many of the sessions involve a partnership between vendor and publisher or complementary contributions from vendor and publisher.

Programme

- 08.30 to 09-30 Registration, Continental Breakfast & Networking
- 09.30 **Opening remarks by Chairman**
Edward Wates, Global Journal Content Management Director, Wiley-Blackwell
- 09.45 to 10.30 **Introductory Keynote: Demystifying the Digital Conundrum. Gurvinder Batra**, Chief Technology Officer, KiwiTech Washington DC
It is a critical time in the digital transition - business models are evolving, new digital devices and applications to access content are exploding, and digital rights management is becoming more complex. Are you ready for the emerging and exciting opportunities? The speaker will focus on comprehensive overview of the opportunities and challenges facing publishers in a digital world. He will discuss the current state of digital transition; the emerging business models; examine the evolving digital devices & apps used to disseminate content and use show-&-tell to demonstrate what some publishers are doing with their content.
- 10.30 to 11.15 **Recent developments in XML workflows**
Kevin Cohn Director of Client Services and Product Development, Atypon and **Aviva Weinstein** International Sales Manager Online Products, Oxford University Press.
The speakers will give complementary presentations. Mr. Cohn discuss how recent developments in applications place an even greater emphasis on XML-first workflows, which the largest publishers already have and the smaller ones are moving towards. Content can and should be presented differently in print, traditional digital (desktop and laptop), and mobile formats. A given researcher can and will consume the same piece of content in more than one of the above formats, each in a different way. Ms Weinstein will draw upon the OUP experience. They have found that by developing their resources in XML they are able to benefit customers by enhancing the search experience away from single titles to multiple resources. Once in a resource it is quite easy to access others relating to the same search topic (in some instances unsubscribed content is made available for free). The ability to discover greater chunks of materials is exciting - all too often researchers are pushed into silos of content.
- 11.15 to 11.45 **Break**
- 11.45 to 13.00 **Panel - Automated Work Flow Solutions.**
Bruce D. Rosenblum (Moderator/Speaker) CEO Inera Inc, Newton MA, **Lyndon Holmes**, President, Aries Systems Corporation, **Lisa Bos**, Co-Founder and CTO, Really Strategies Inc. and **Dawn Melley**, Director, Editorial Services, IEEE Periodicals
Workflow automation is vital to achieve timely, cost-effective, and high-quality delivery of scholarly articles. In fifteen years, online submission and publication delivery have been highly automated. However editorial and production workflow automation from article acceptance to publication is an ongoing challenge, especially for small -to medium-size publishers without large IT resources. This panel will focus on recent developments in workflow automation. New systems include production management moduelsl for online submission systems, customizable off-the-shelf workflow management systems, and fully custom-developed systems. Presentations will relate to solutions already being taken up but the emphasis will be on the technologies and how they are embedded into overall content management approaches.
- 13.00 to 14.00 **Lunch**

- 14.00 to 14.45 **Return on Investment of XML First Workflows**
Samir Kakar, CTO, Aptara Inc and **Chris Curtis**, formerly of Wolters Kluwer London
Maximizing return from a comprehensive technology like XML requires multiple strategies and tools. The further upstream that XML can be created, the greater the leverage and the lower the cost. We look at platforms and tools that allow subject matter experts to create in XML and how to manage the hand-off to all subsequent steps in an XML environment. Additionally, the global nature of modern production requires tools that track schedule and process from inception to delivery in final formats. This can be accomplished by a suite of control applications, or by choosing a publishing platform.
- 14.45 to 15.30 **Up a notch - innovation from product to production**
Richard Padley, Managing Director, Semantico Ltd and **Andrea Powell**, Executive Director for Publishing, CABI
The presentation will be a case study of lessons drawn from the CAB Direct project, and will highlight issues which are relevant across the board for publishers delivering online content. This will include looking at how to maximise value in the design of taxonomies and coding systems, how designing and improving user experience on the product side can lead to more stringent data quality requirements and some design strategies to minimise ongoing operational costs when designing data transfer workflows between systems. We will also look at how innovation in the design of machine level API interfaces.
- 15.30 to 16.00 **Break**
- 16.00 to 16.45 **The New POD "Publishing On-Demand": Harnessing On-demand JIT Book Manufacturing for Publishing Success** **Suzanne Wilson-Higgins**, Commercial Director, EMEA at Lightning Source and part of the Global Content Acquisition team, Ingram Content Group.
Her presentation will provide current case studies of how traditional STM, Academic, Trade, Religious, Educational publishers and non-traditional publishers are using stockless on-demand book manufacturing to change the way they publish books, print journal issues and produce grey literature. The session will cover the underlying JIT process workflow, overlaps with digital product creation and best practice for integration to shorten the supply chain. It is intended that her presentation should be complemented by a representative from a major STM publisher.
- 16.45 to 17.30 **Concluding Keynote - Beyond Text and Tiffs: Progress and Prospects for Rich Media**
Bill Kasdorf, the Vice President of Apex Content Solutions
His concern is both with the proliferation of user applications, interfaces, devices, ways of interacting with content (more than just reading); and the proliferation of *_types_* of content, going beyond text to include audio, video, 'intelligent' images, etc., collectively referred to as 'rich media.' We've seen this coming for some time, but now, dealing with rich media in some systematic way, is rapidly becoming a reality for publishers. The general consensus is that this is an area where standards are just beginning to emerge and are still quite media-specific: activities around images, audio, and video are still quite separate.

REGISTRATION FORM

STM E-Production Seminar
Thursday, 3rd December 2009
London Marriott Hotel Kensington, London, UK

For quick registration, register online
http://www.stm-assoc.org/event_register.php?event_id=18

Name _____

Business Title _____

Company/Institution _____

Street Address _____

City _____ Postal Code _____ Country _____

Phone _____ Fax _____ E-mail _____

Registration Fee

Members: _____ €450

Non-Members: _____ €675

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.