1 April 2010

Register by 11 April for early bird discount!

20\textsuperscript{th} Intensive Course in Journal Publishing – Europe
The premier course for middle and junior managers in social science & STM Publishing
10 – 14 May 2010
Heathrow Windsor Marriott, UK

Course Description
For twenty years this course has held the premier place in publishing training. Feedback from 2009 registrants told us that we gave them what they wanted. For 2010 we are committed to providing more of the same, yet making the changes that yearly must be made to make sure that the constantly changing environment is taken into account.

Here are some of the comments:
'The course was excellent and extremely worthwhile'
'The course staff were exceptional, very friendly, welcoming and accommodating.'
'Thank you for a wonderful course'

Course Director: Joachim Engelland, STM
Course Tutor: Ian Borthwick, Woodhead Publishing

Monday 10\textsuperscript{th} May
09:00 Registration starts
10:00 Introduction to the course
10:30 The role and Future of the Journal (Michael Mabe, CEO STM)
12:00 Lunch
13:30 Publishing program - strategic development (Caroline Black, MD Mac Keith Press)
15:00 Refreshment Break
15:30 Finance – calculating journals, books and databases
   David Nicholson, Wiley
17:00 Introduction to the case study, work on case study
18:00 Q & A case study
19:00 Dinner, followed by case study work

Tuesday 11\textsuperscript{th} May
08:30 Q&A Case Study
09:00 Production - race for quality, speed and best price (Pam Sutherland,
   Operations Director Journals – OUP)
10:30 Refreshment Break
11:00 Sales and Licensing in academic and corporate markets
   (Dagmar Laging, VP Sales – Springer)
12:30 Lunch
14:00 The view of the customer I – Researcher
15:30 Refreshment Break
16:00 Beyond the journal – products, services and supplements
   Euan Adie, Nature Publishing Group
18:00 Dinner
19:00 case study work

**Wednesday 12th May**
08:30 Q&A Case Study
09:00 **Case Study Work**
11:00 **Metrics of performance – usage, citation, recommendation...** (Henk Moed, Elsevier)
12:30 Lunch
14:00 **Marketing** (Arthur Eger, Elsevier)
15:30 Refreshment Break
16:00 **The Legal Framework** (Sue Joshua, Wiley, Director of Legal Affairs)
18:00 Dinner
19:00 Work on Case Study
23:00 Deadline for handing in case study results I: “corporate finance”

**Thursday 13th May**
09:00 **The view of the customer II – Librarians** (Lorraine Estelle, JISC)
10:30 Refreshment Break
11:00 **Open Access – the range of business models** (Bettina Goerner, Springer)
12:30 Lunch
15:00 Deadline for handing in case study results II: “proposal”
16:00 visit to the British Library
19:00 Dinner

**Friday 14th May**
09:00 Presentations of case study results
12:00 Lunch
13:30 Evaluation of Case Study results
15:00 End
REGISTRATION FORM

20th Intensive Course in Journal Publishing – Europe
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Register online: http://www.stm-assoc.org/event.php?event_id=51

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**Registration Fee**

Early Bird registrants before 11 April 2010

1 – 2 registrants - €1600 per registrant
3 – 5 registrants – €1400 per registrant
6 – 8 registrants – €1200 per registrant
9+ registrants please contact info@stm-assoc.org

€1800 per registrant after 11 April 2010

The fee does not include accommodation. All meals and all tutorial costs are included.

**Hotel Accommodations**

STM has reserved rooms at a discounted price, so please book your accommodations at the [Heathrow Windsor Marriott Hotel](http://www.stm-assoc.org/event.php?event_id=51) through the STM website.

**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