

May 19, 2010

Master Class – United States Developing leadership and innovation

Monday June 7 – Wednesday June 9 2010

University of Maryland - University College, Marriott Conference Center Adelphi, Maryland

Comments from the 1st U. S. Master Class - June 2008

'[Case studies] were done with a broad brush and strategic thinking emphasis. This approach is head & shoulders above some more detail oriented seminars I have been to. Group work was well integrated into the topics presented.'

' . . . the Master Class was a valuable experience and I made some good professional connections. I hope to take advantage of other events sponsored by STM in the future.'

Course Director: Richard Balkwill, Course Director, Oxford International Centre for Publishing Studies
STM Director of Education and Training: Joachim Engelland

General overview

The STM Master Class has established itself as a benchmark of exciting and innovative teaching and learning in strategic business skills. The course attracts influential speakers from within and outside the scholarly publishing industry whose ideas challenge the participants to tackle today's key publishing issues – achieving innovation, tackling change, evaluating risk, licensing and acquiring intellectual property, managing relationships with key stakeholders, and enhancing brand values.

The course isn't concerned with process but with fresh thinking, of ways to adapt our business to meet the new demands we all face, while also providing a sustainable source of income.

Who is the course for?

Tomorrow's international senior managers in all STM publishing functions
Managers will have between three – five years' experience, including some responsibility for managing budgets, resources and staff.

Benefits of participating in the course

Time to consider the importance of strategic initiatives over the demands of managing processes
Original and innovative ideas to manage change
Opportunities to network with high level people in our industry
Membership in a growing community of highly motivated and committed former delegates

Some features of the course

An emphasis on thinking strategically, not on honing process skills
A superb range of senior high-profile speakers
Demanding group work with case studies that bring to life course themes and topics
Contrasting points of view from stakeholders, customers and publishers

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Program

Monday June 7

- 8:30am Registration
- 9:15am Introduction and welcome
Richard Balkwill, Course Director
- 9:30am **What are the main challenges facing the STM business?**
Mary Ann Liebert, *President, Mary Ann Liebert Inc*
A publisher's view; publish and perish – are we our worst enemy?
- 10:30am Refreshment break
- How publishers must continue to manage the recession
- 11:00am **How should publishers meet a large university's needs?**
Artemis Kirk, University of Georgetown Library
A library director's view; dissemination and distribution
- 11:45am **What do researchers and authors want?**
Professor Donald King, University of North Carolina
A researcher's view: how can my work reach its audience?
- 12:30pm Panel discussion
- 12:45pm Lunch
- 1:45pm **Case Study:** a company in trouble – how do we respond to change?
- 2:30pm **The importance of bibliometrics**
Andrew Plume, Associate Director, Scientomatics & Market Analysis,
Research and Academic Relations Department, Elsevier
- 3:15 Refreshment break
- 3:45pm **The merits of outsourcing versus insourcing**
Steve Martin, Vice-President Production, Sage Publishing
Issues of cost, quality and control
- 6:30pm **Dinner**
After dinner speaker: **Tom Turvey**, Director, Strategic Partnerships, Google, Inc.

Tuesday June 8

- 9:00am **Discoverability and the role of intermediaries**
Suzanne Kempermann, Director, Publisher Relations, OCLC NetLibrary
Joining the links in the information supply chain
- 10:00am **Marketing opportunities in a digital community**
Michael T. Clarke, Clarke Publishing Group
Meeting the needs of authors, researchers and subscribers

11:00am Refreshment break

11:30am **Case study:** assessing risk and investing in new business
(Group work)

12:30pm Lunch

1:45pm **Case study:** Group presentations

2:30pm **The battle for copyright and digital rights**
Mark Seeley, Senior Vice-President and General Counsel, Elsevier
Speaker TBA

3:45pm Break

4:15pm **Case study:** groups prepare for key issues debate

Dinner

6:30pm After dinner speaker: **Karen Hawkins**, Director of Product Management, IEEE

Wednesday June 9

9:00am **Priorities and pressures: the view from different publishing environments**
A university press view
Rebecca Simon, Associate Director, University of California Press
A society publisher's view
John Haynes, Vice-President Publishing, American Institute of Physics

10:30am Refreshment break

10:45am **Case study:** – key issues debate (final preparation)

11:30am **Case study:** – key issues debate (final preparation)

12:45pm Lunch

1:45pm **Managing finance and risk**
John Semel, Senior Vice-President, John Wiley & Sons
Planning and implementing investment in STM publishing

2:45pm Refreshment break

3:15pm **Taking the long view – a publisher's perspective on the future**
Fred Dylla, Director and CEO, American Institute of Physics
What have we learned from our successes and mistakes?

4:15pm Presentation of certificates
Closing remarks and individual objectives
Course evaluation

4:30pm Master Class concludes

REGISTRATION FORM

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Name _____

Business Title _____

Company/Institution _____

Street Address _____

City _____ Postal Code _____ Country _____

Phone _____ Fax _____ E-mail _____

Registration Fee

\$2,250

For information on quantity discounts, please contact info@stm-assoc.org

Registration fee includes accommodations and course material.

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