

27 August 2010

**10<sup>th</sup> Master Class – Europe**  
**Developing leadership and innovation**  
13 – 15 September 2010  
Eynsham Hall, Oxford, UK

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**Preliminary Programme**

**Monday 13 September**

- 9:00 Registration
- 10:00 Introduction/Welcome
- 10:15 **STM and publishing in times of recession**  
Michael Mabe, CEO, STM
- 11:15 Break
- 11:30 **Scholarly Publishing and the Open Agenda**  
**Malcolm Read, JISC**  
Open Access as a concept is now well understood both in the research community and by the scholarly publishing community. The driver is to disseminate the outputs of research (by which is usually meant papers, monographs etc) to the widest possible community, including society as a whole. Publication in specialist and expensive journals does not do this. However this does not obviate the need for peer review and the professional recognition that publication provides.
- Open Access is however only one aspect of a broader open movement in research: making research data more openly available has recently become topical, and open research in the form of "citizen science" and engaging both experts and non-specialists through Web 2.0 tools is becoming popular. The future of the scholarly publishing industry needs considering in the light of this wider "open" trend in research and the expectations of society in general towards the ready availability of on-line content: often for free.
- At the same time university budgets for libraries, and hence journal acquisition, are becoming very constrained. The escalating cost of the most popular titles is real cause for concern and not always perceived by university management as good value for money – it is a "distress purchase" like petrol for your car. Falling library budgets will lead to the purchase of fewer journals and a concentration on the most heavily used titles. The smaller publishers must explore more cost-effective production methods such as streamlining the peer review process and e-only publishing. The bigger publishers will continue to enjoy a near monopoly position eventually forcing research funders and universities to consider more radical

approaches to the dissemination of publicly funded research and the ways of measuring the impact of individual researchers.

12:30 Introduction to Case Study 1

1:00 Lunch & group photo

2:00 Case Study 1 presentations

2:45 Break

3:00 **Libraries and Information Discovery, Hazel Woodward**, Cranfield  
**How Libraries Intermediate Navigation, Simon Inger**, Consultant  
Readers navigate to scholarly content via a number of channels including search engines, publisher aggregations, specialist bibliographic resources and peers' bookmarks, but libraries have their space in the competitive arena of "ideal starting point." Libraries have invested significantly in technologies that contextualise navigation and provide more sophisticated search than other resources.

4:30 Introduction to poker school

7:00 Reception and dinner at Eynsham Hall  
**Guest speaker: Simon Wildman, LoveFilm**

### **Tuesday 14 September**

9:00 **Risk assessment and publishing strategy (when cash is short)**  
**Chris Blake**, VC consultant  
Why will most people decline a 10GBP bet but many will risk their life savings in starting up their own business? How much information do you need to make a business decision? Why is it so difficult to shut down a failing project? When should you fold a hand in poker and what has poker go to do with business anyway? Chris Blake will look at the psychology of decision making with particular emphasis on how our decisions become constrained when the going gets tough and the additional risks we take when we are losing. He will offer some practical advice for decision makers in corporate environments in difficult markets.

10:30 Break

10:45 **Implementing a Paradigm Shift**  
**James Milne**

There is a classic management quote by W. Edwards Deming "We do not have to change, because staying in business is not compulsory."

The STM publishing environment is a highly competitive arena, where normal business strategies and practices apply. We are also faced with considerable external influences, creating quite turbulent market conditions for each organisation to grapple with. Under these conditions, all publishers naturally consider how they should change and adapt. At the same time, the underlying business of validating and disseminating research content in an effective and economically sustainable way needs to be maintained.

Changing a business can take many forms; most often the process i.e. evolutionary rather than revolutionary. We will review how RSC Publishing totally redefined its vision and strategy, how this was implemented, and what the consequences of this paradigm shift was for the organisation.

11:45	Introduction to Case Study 2
1:00	Lunch
2:00	Case Study 2 presentations
2:45	Break
3:00	<p><b>Financial measures: investing for value and maximising return</b>  <b>Ian Metcalfe</b>, Consultant  How do accountants evaluate investment options? The impact of discount rates and residual values in the accountants models. How to deal with perceived risk. How accounting policies can influence decision making.</p>
4:30	<b>Introduction and initial preparation for debates</b>
7:00	<b>Dinner and quiz at Eynsham Hall</b>
	 <b><u>Wednesday 15 September</u></b>
9:30	Groups prepare for debate
10:45	Break
11:00	<p><b>Copyright wars</b>  <b>Cliff Morgan</b>, Wiley-Blackwell  <b>Joss Saunders</b>, Blake Laphorn</p>
12:30	Lunch
	Afternoon groups present debates led by Jim Milne/Graham Hobbs
1:45 – 3:30	Debates 1, 2, 3
3:45	Certificates, round-up
4:00	Close

**Registration form**  
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Name \_\_\_\_\_

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

Company \_\_\_\_\_

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

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

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

**Registration Fee**

€2600 after 30 July 2010

Registration fee includes course material and meals, but not accommodations.

STM has negotiated special room rates for the course. Please mention you are with the STM group to get the special rate. Please book directly with Eynsham Hall +44 (0) 1993 885 200

- Sunday Bed & Breakfast rate: 65.00 GBP
- Week day Bed & Breakfast rate: 90.00 GBP including VAT

It is essential that delegates stay at Eynsham Hall because work will continue to late into the evening.

**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 digit code from back of your credit card) \_\_\_\_\_

Name of Cardholder \_\_\_\_\_ Signature \_\_\_\_\_

\*Please note that due to higher AMEX credit card charges you will be charged 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

For more information about the course, contact Jo Dinnage at [dinnage@stm-assoc.org](mailto:dinnage@stm-assoc.org)