

7 March 2011

**4th Intensive Course in Journal Publishing – Asia**  
**The premier course for middle and junior managers in social science & STM publishing**

Sunday 13<sup>th</sup> March – Wednesday, 16<sup>th</sup> March 2011

Executive Centre, Nanyang Technological University, Singapore

**Comments from the 2010 3<sup>rd</sup> Intensive Course - Asia**

“Very good team building across companies and cultures”

“Well organised & very useful, I will recommend to others”

---

**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.

**Course director and speakers:** Joachim Engelland, STM Director of Education and Training, will direct 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.

**Preliminary Programme**

**Sunday 13 March**

11:00	Registration
12:00	Lunch
13:00	<b>Welcome and Introduction to the Course</b> <b>Joachim Engelland</b> , STM Director of Education and Training
13:30	<b>The Role and Future of STM Publishing</b> <b>Michael Mabe</b> , Chief Executive Officer, STM
14:30	Break
14:45	<b>The Legal Frame Work of Publishing – Copyright and Licensing</b> <b>Joachim Engelland</b> , STM Director of Education and Training

Copyright law; contracts with authors; contracts with users; open access licenses; rights issues with research data; perpetual access

16:15 Break

16:30 **Managing Journal Health – the Editorial Office**  
**Andrew Stammer**, Journals Publishing Director, CSIRO PUBLISHING  
The editorial office where the interests of authors, readers, librarians, editors, journal-owners and the publisher all come together. This session seeks to provide practical advice on how to satisfy the various stakeholders and deliver a successful journal. It particularly explores the various measures that may be used to gauge progress.

18:00 **Introduction to case study**  
**Joachim Engelland**, Director Education and Training, STM  
The business scenario, objectives of the case study, deliverables and timeline

19:00 Dinner

## Monday 14 March

08:30 **Managing Journal Finances**  
**Ken Lillywhite**, Journal Director, World Scientific Publishing

09:45 Break

10:00 **Case Study Work**

11:00 **The Journal Production Chain: From Author to Reader**  
**Ganesh Venkatesan**, Head of Electronic Production & Supplier Quality and Systems, Elsevier  
The journal production chain is continuously evolving and becoming increasingly global in its nature. Challenges have multiplied with frontline research articles coming in from an increasing number of countries, multiple authors from different universities in different geographical zones, "new" subjects of research, increased expertise at the typesetters to handle new technologies and demands thereof, managing data quality and conversion, increasingly faster production that is expected. We will look at some of these issues and the journal production chain itself.

12:00 Lunch

13:00 **Faster, Sooner, Now: The Challenge of Digital Publishing**  
**Kevin Cohn**, Vice President of Operations, Atypon Systems  
Readers have more sources of information than ever before. Put another way, publishers have more competition than ever before. This presentation will discuss strategies that publishers are using to address this challenge, including tools that maximize the discoverability of their content and enable them to respond rapidly to changes in the information economy.

14:30 **Case Study Work**

16:00 Break

16:15 **Business Models in the Information Industry**  
**Kevin Fitzpatrick**, Senior Vice President, Business Development, American College of Cardiology  
Subscription, advertising, reprints, e-prints, aggregation, translation, publication fee etc. There are many different models - where do they work together, where do they interfere?

18:30 Dinner reception

## **Tues 15 March**

08:30 **Sales and Licensing**  
**Maurice Kwong**, Managing Director, Springer Asia Limited  
Trends in licensing (bundle and not bundle, print and online); the role of intermediaries; price setting (consortia, tiered pricing etc.); subscription based versus open access business; challenges when journals transfer between publishers;

10:00 Break

10:15 **Case Study Work**

12:00 Lunch

13:00 **Winning in Today's Digital Market Place**  
**Joe Lam**, Managing Director, Elsevier South East Asia  
Understanding core value proposition is critical to building a successful digital strategy. Sustainable success in the digital marketplace can be achieved by building a platform connecting users in new and useful ways.

14:30 Case study work

16:00 Break

16:15 **Business Planning**  
**Neil Christensen**, Business Development Director Global Clinical solutions, John Wiley and Sons  
Tools for assessing your ideas and transforming your plans towards realities.

19:00 Dinner

22:00 Deadline for handing in case study proposals

## **Wed 16 March**

08:30 **Presentation of Case Study Results**

10:30 Break

11:00 **Discussion and Analysis of Case Study Results**

12:30 Lunch

13:00 **Customer Panel: librarians and researchers**  
What do Researchers and Librarians expect from publishers? How are roles and economic relationships transforming?

15:00 Presentation of certificates

15:30 Tea and close

**REGISTRATION FORM**

**3<sup>rd</sup> Intensive Course in Journal Publishing – Asia**  
**The premier course for middle and junior managers**  
**in social science & STM publishing**

Sunday 13<sup>th</sup> March – Wednesday, 16<sup>th</sup> March 2011  
Executive Centre, Nanyang Technological University, Singapore

Name \_\_\_\_\_

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

Company/Institution \_\_\_\_\_

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

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

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

**Registration Fee**

Before 1<sup>st</sup> February 2011 €1850 per registrant \_\_\_\_\_  
3 + registrants from a single organization is €1600 per registrant

After 1<sup>st</sup> February 2011 the registration fee is €2100 per registrant

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