



March 24, 2011

An Executive Messaging Workshop for Publishers: Delivering positive messages about the value that scholarly and scientific publishers bring

Tuesday April 26, 2011

9:30am – 4:00pm

Washington Marriott, Dupont Ballroom F & G

1221 22nd Street NW

Washington, D. C. 20037

Course Overview

A highly interactive workshop to hone skills on delivering clear, concise compelling messages about the publishing industry and its value to the communities it serves. In addition to tailoring messages to researchers and librarians, this session will include a focused section on working with U.S. policy makers, legislative staffers and government officials. A chance to discuss best practice with peers and benefit from collective wisdom.

Based on core messages that should be applicable to any publisher, this session will include:

- Messaging, best practice, role-play and peer discussion
- On-site videoed interviews and critique.

Course Benefits

After participating in this workshop, registrants will be able to:

- Act as a champion for their organization and their industry
- Develop skills to confidently deliver elevator pitches, deal with tough questions in presentations and media interviews
- Feel confident in communicating with provosts and researchers, librarians, U.S. policy makers, legislative staffers and government officials
- Articulate core messages about the value publishers bring to scholarly communication
- Apply knowledge and techniques to their own business, its values and activities

Trainer

Led by an experienced media trainer and crisis communications specialist, with more than 25 years of Washington D.C. experience. Rich Masters leads the media relations practice for Qorvis, a leading Washington, D. C. agency <http://www.qorvis.com/staff/rich-masters>. His background includes work as a broadcaster and policy and communications advisor to a U. S. Senator.

Who should register?

Senior publishing executives actively involved in public outreach to audiences including: provosts, researchers and academics; the library community; and policy makers. Job titles of registrants may include: Director for Institutional Relations, Head of Publishing, Publisher, Publishing Director, Communications Director, Head of Marketing, Head of Sales, Industry Relations Manager.

Registration Fee

First come – first served. Course is limited to 10 registrants

STM and PSP members: \$495

Non-members: \$895

Registration fee includes

- Course material, lunch, break
- [Sense about Science: Debating Peer Review session](#) Washington Marriott 4:15 – 6:00
- STM Spring Conference 2011 welcome reception at the Washington Marriott 6:00 – 7:30

Preliminary Program

Tuesday 26th April

- 9:00 -9:30 Registration and coffee
- 9:30 Welcome: Introduction to media training and how to deliver a compelling message to your audience. – **Rich Masters**
- 10:30 **Facilitated peer discussion and interviews (all)**
Experiences in communicating publishing messages to the media and to their community: challenges and lessons learned.
- 11:30 Break
- 11:45 **The finer points of messaging - Rich Masters**
Why messages are important, how to develop messages, how to handle tough questions, how to engage an audience, and tips and tricks of the trade for both presentations and media interviews
- 12:45 **Recap**
- 1:00 **Lunch**
- 1:30 **How to get your messages across on Capitol Hill – Rich Masters**
Including the format of information that is important to members of Congress and their staff, as well as hearings and other types of communications to legislators and policy makers. How to make sure your message resonates with a Congressional audience.
- 2:00 – 3:30 **Interview practice sessions**
Role-play of tough interviews/conversations in a number of scenarios. Interviews will be taped and played back for immediate group feedback.
- 3:30 Discussion
- 4:00 **Close**
- 4:15 - 6:00 **Sense about Science: Debating Peer Review**
West End Ballroom E
Discussion between Tracey Brown, Managing Director, Sense about Science, Panelists and audience
- 6:00 - 7:30 **STM Spring Conference 2011 welcome reception**
2nd floor Lobby, Washington Marriott

Registration Information

An Executive Messaging Workshop for Publishers:

Delivering positive messages about the value that scholarly and scientific publishers bring

Tuesday April 26, 2011, 10:00am – 4:00pm

Washington Marriott

1221 22nd Street, NW

Washington, D. C. 20037

For quick registration, register online

http://www.stm-assoc.org/event.php?event_id=72

Name _____

Business Title _____

Company/Institution _____

Street Address _____

City _____ State _____ Post Code _____ Country _____

Phone _____ Fax _____ E-mail _____

Registration Fee

STM and PSP Members: _____ \$495 .

Non-Members: _____ \$895

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 _____

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.

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