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

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:
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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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