

3 April 2011

*Register by 1st August for discount*

## **11th Master Class – Europe Developing Leadership and Innovation**

Mon 12th to Wed 14th Sep 2011

Eynsham Hall Conference & Training Centre

Witney, Oxford, UK

**Course Director: Richard Balkwill**, Course Director, STM Master Class

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### **About the Course**

The STM Master Class has established itself as a benchmark for teaching strategic business skills. The course is designed for upcoming middle and senior managers. Speakers are senior managers from major STM companies and from neighboring industries. Students discuss today's key strategic issues in the publishing industry: achieve constant innovation, enable change while maintaining a profitable business, recognize and evaluate substantial risks and opportunities. Topics are taught in a mix of lecture, debate and focused case study work.

### **Some comments about the 10th Master Class – Europe**

'I would definitely recommend to colleagues. Good range of topics.'

'Very well organised, clear instructions before the course, run on time, all changes clearly communicated.'

'The course director did a very good job.'

'Superb setting, very relaxed and good evening activities.'

'Time management was incredible.'

'I thought there was a really collegial, friendly & supportive atmosphere.'

'Networking opportunities were valuable. Speakers were very accessible as well.'

'Thanks for an interesting and insightful 3 days!'

'Thanks to Richard for being a very welcoming & knowledgeable course leader.'

'Thanks for the fantastic and hugely useful course.'

'Very informative and well structured.'

### **Usefulness of Case Study approach**

'I thought these were an important part of the course. They encouraged big picture/strategic thinking and prompted a lot of debate.'

'Thought provoking and engaging.'

'Very useful. This was very valuable part of the workshop.'

'Loved and hated! But the case studies worked.'

'Excellent. Created thought provoking examples and great chance to learn.'

'Very useful. Helped us to apply the more 'abstract' parts of the course in a concrete way.'

'The case studies were really good for giving us time to work in small groups and see how people from different organisations & roles reacted to the problems.'

### **STM Training Courses 2011**

Networking knowledge in research publishing - for more than 20 years

Lectures and tutoring by senior managers from leading STM publishers

Designed for building on specific career levels

Find out about all of [STM's 2011 training courses](#) and which courses are right for you.

## Registration form

Register by 1 August for early bird discount!  
11<sup>th</sup> Master Class – Europe  
Developing Leadership and Innovation  
12 – 14 September 2011  
Eynsham Hall, Oxford, UK

Name \_\_\_\_\_  
Business Title \_\_\_\_\_  
Company \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### Registration Fee

*Early Bird by 1 August 2011*

€2600 per registrant after 1 August 2011

1 – 2 registrants - €2400 per registrant

3 + registrants - €2150 per registrant

### 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)

### 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.

- Sunday Bed & Breakfast rate: 68.50 GBP
- Weekday Bed & Breakfast rate: 92.50 GBP including VAT for main hall rooms
- Weekday Bed & Breakfast rate: 85.00 GBP including VAT for rooms in the accommodation buildings (Lodge, Court and Cottage)

Please book directly with Eynsham Hall +44 (0) 1993 885 200

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