

8 April 2011

*Register by 23rd September for discount*

## **3<sup>rd</sup> Master Class – United States**

### **Developing Leadership and Innovation**

Mon 7th to Wed 9th Nov 2011

University of Maryland, University College Inn and Conference Center by Marriott  
Adelphi, Maryland, USA

**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 2nd Master Class – USA**

##### **The case study**

"Interesting & provocative. Lots to think about"

"Liked being pushed to think and think strategically. Appreciated working with mixed groups"

"Interesting, enlightening, valuable, interactive and good exchange"

"This was good. I thought the 3 scenarios were very useful"

"Very thought provoking and challenging"

"Very good and practical"

#### **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

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### **Master Class – United States: Developing leadership and innovation**

Monday 7 – Wednesday 9 November 2011

University of Maryland - University College, Marriott Conference Center Adelphi, Maryland

Name \_\_\_\_\_

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

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

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

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

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

#### **Registration Fee**

\$2,375 per registrant Early Bird registrants before September 23, 2011

3 + registrants \$2,000 per registrant

\$2,750 thereafter for each registrant

For more information on quantity discounts, please contact [info@stm-assoc.org](mailto:info@stm-assoc.org)

#### **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

Registration fee includes course material but not accommodation.

Book your room no later than October 14<sup>th</sup> 2011 for the special rate of

\$169.00 <http://www.marriott.com/hotels/travel/wasum?groupCode=stmstma&app=resvlink&fromDate=11/6/11&toDate=11/10/11> STM Group Code stmstma is located on website

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