



INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL & MEDICAL PUBLISHERS

Join us in London for an STM Book Seminar

Book 2.0: **The Genie is out of the Bottle**

4 May 2006 (9:00 - 5:00)

Novotel London Euston (near the British Library)

100-110 Euston Road, London, England

Tel: +44 (0)20 7666 9000

Themes will include:

Content not Containers. Explorations of digital business models and formats. Learn how publishers are managing the transition from a product-based approach to disaggregated models. Find out why publishers need to stop compartmentalizing "e" and "print." Might the successful online book be a very different animal to the common perception of an eBook?

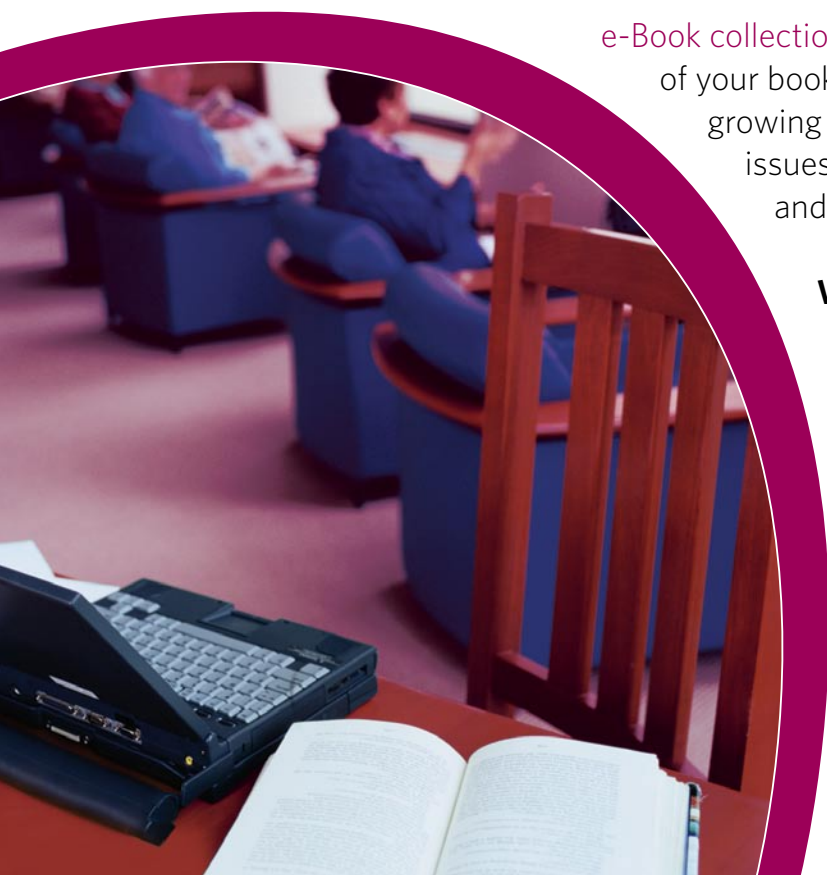
Putting the 'e' into Sales and Marketing. Are you making the most of digital sales, marketing, and promotion opportunities? Also, find out about some successful and "not so successful" marketing efforts for online books and e-books.

e-Book collections. If libraries are a meaningful portion of your book revenue, learn from experts about the growing demand for digital resources and key issues for libraries in establishing, managing, and promoting e-book collections.

Who should attend?

The seminar is aimed at managers in stm, social science, and humanities with responsibilities in:

- Business Development
- Editorial
- Marketing
- Sales



Programme

9:00 – 9:30

Registration & Coffee

9:30 – 9:45

Introduction: Sara Lloyd, *Program Chair, Business Development Director for BookStore, MPS Technologies*

9:45 – 10:15

Keynote Speaker: Richard Charkin, *Chief Executive of Macmillan and President of the Publishers Association*
"The Internet Changes Everything – Not!"

10:15 – 10:45

EPS Briefing: Book 2.0 – The Evolution of the eBook
Dan Penny, *Account Manager, Electronic Publishing Services, Ltd (EPS)*
eBooks have been available for several years, meeting with varying degrees of success. Recent industry announcements suggest that online books may finally be seeing widespread take-up. What has been learned from the past years of experimentation? Might the successful online book be a very different animal to the common perception of an "eBook?"

10:45 – 11:00

Coffee Break

11:00 – 12:15

Elephants can Dance: The E-volution of Book Marketing & Promotion
Moderator: Wim van der Stelt, *Moderator, Vice President, Global Marketing, Springer*
Marketing Online Books and e-Books
Louise Breinholt, *Marketing & Communications Manager, Wiley Interscience*
E-Promoting Print and Online Books
Marika Stauch, *Marketing Manager, Mathematics & Computer Science, Springer*
Will your Books be found? - Search Engine Optimization
Warren Cowan, *CEO, Greenlight*

12:30 – 1:30

Group Lunch

1:30 – 2:00

Blurring the Edges: Why Publishers Need to Stop Compartmentalizing "e" and "print"

Paul Carr, *former New Media correspondent for the Guardian, Editor-in-Chief of The Friday Project and Editor 'The Friday Thing and 'London by London'* This presentation will focus on how online and print complement each other perfectly and why the more you give online, the more you will receive from print.

2:00 – 3:30

Books to Bits and Bits to Books: Content and Containers

Moderator & Panelist: *Adrian Driscoll, Publishing Consultant, Caxtonia*
'Singing the Lord's Song in a Strange Land': Research Agendas, Publication Processes, and Resistances in the Digital Age - Some Experiences from the Humanities and Social Sciences

Richard Fisher, *Executive Director, Cambridge University Press*

Write Once, Read Many: How many Formats do we need for Books?

Adrian Driscoll

Putting the Containers on the Shelf: Options for Hosting Your Book Content

Jayne Marks, *CEO Global Operations, MPS Technologies*

3:30 – 3:45

Coffee Break

3:45 – 4:15

Destination: eContent

Suzanne S. Kemperman, *Director, Publishing, NetLibrary, a division of OCLC*

Why eBooks were only the first stop along the way and what the growing demand for digital resources means for publishers.

4:15 – 5:00

Issues Surrounding the Management of e-Book Collections in Libraries

Chris Armstrong, *Managing Director, Information Automation, Ltd.*

Ray Lonsdale, *Reader in Information Studies, Department of Information Studies, University of Wales, Aberystwyth*
Introduction to a series of key issues facing librarians in all sectors as they establish, manage, and promote e-book collections.

5:00

Closing Remarks,

Sara Lloyd

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REGISTRATION FORM

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The registration fee is €155

Registration form should be e-mailed to secretariat@stm.nl or fax to +31 70 314 09 40
Any questions about this or other STM seminars please get in touch with linda@stm.nl

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