



INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL & MEDICAL PUBLISHERS

Register now!

Join us in Budapest, Hungary for

**STM's Annual Spring Conference
Windows of Opportunity: How Publishers are Looking for Growth**

**17 & 18 May 2006
at the Hilton Budapest Hotel (Castle District)**



Programme

Tuesday, 16 May

6:00 – 7:30

Early Evening Cocktail Reception at the Hilton Budapest Hotel
Dinner on your own

Wednesday, 17 May

8:45

Coffee

9:15

Opening Remarks

Jerry Cowhig, Managing Director, Institute of Physics Publishing, Chair of STM Executive Board

9:30 – 1:00

Module 1 – The Industry: Seeking Growth in Changing Markets

Moderator: Sue Corbett, Academic & Science Journals Director, Blackwell Publishing

Where should STM publishers look for sources of growth in the future? Using insights from other industries as well as from STM itself, this module aims to pinpoint opportunities and the qualities necessary to address them.

9:35 – 10:15

How Companies Flourish in Mature Markets

Stuart Slatter, founding partner of Slatter Timperly, Chairman of Stuart Slatter Training, Visiting Professor, London Business School

Discussion about strategies that have been used successfully in other mature industries to generate growth. Some of the organisational barriers to bringing about growth in mature industries will be highlighted and some practical approaches to overcoming these problems will be discussed.

10:15 – 10:45

STM Players: What will make them Grow and Why?

David Worlock, Chairman, Electronic Publishing Services, Ltd.

In a networked research economy, with all of the issues surrounding self-publishing and changing relationships of researchers, librarians, and publishers, special qualities will be needed to turn the apparent risks into real growth opportunities. This session looks at the likely success factors, and suggests where they may be found.

11:00 – 11:30

Coffee Break

11:30 – 12:30

The Future of CrossRef Panel

Moderator: Paula Duffy, Director, University of Chicago Press

Anthony Durniak, Staff Executive of IEEE Publications

Karen Hunter, Senior Vice President, Elsevier

Ed Pentz, Executive Director, CrossRef

Eric A. Swanson, Senior Vice President, General Manager, STM Publishing, John Wiley & Sons

Cognizant of changes in the publishing environment since CrossRef was established six years ago, panelists will address the strategic issues now facing the organization. In particular, what organizations or individuals will constitute the primary constituency for Cross Ref services in the future?

12:30 – 1:00

Walking the Great Wall: Publishing Realities in China

Mark Robertson, President, Asia, Blackwell Publishing

1:00 – 2:00

Lunch

2:00 – 5:30

Module 2 – New Business – Online Books: A Major Growth Driver

Moderator: Chris Gibson, Vice President Publishing, Academic Books, Elsevier

Over the last decade, the STM industry has successfully increased access to journals by moving them online. The migration of book content to an online environment has been far slower, but there are signs of increased momentum. A broad spectrum of speakers representing diverse aspects of the online book landscape will help you to decide if this is just another false-dawn in a long series along the e-book trail, or whether this time the constellations of factors could lead to a tangible opportunity for those who are ready and willing to seize it.

2:05 – 2:40

The Platform Book: Growth through Innovation

Joseph J. Esposito, President, Portable CEO

The book industry is mature. While most initiatives to generate growth bump into tough competition and limited purchasing budgets, an innovative approach to electronic 'books' could provide a path to new revenue streams. One such approach is 'the platform book.'

2:40 – 3:15

Are e-books Superbooks? A View from the Library

Elizabeth Chapman, Deputy Director of Library Services, University College, London

Following a disappointing period in the doldrums, e-books are re-appearing in different guises. This presentation will look at the current and possible future market from the point of view of academic libraries and the people who use their services.

3:15 – 3:45

Coffee Break

3:45 – 4:15

Intermediaries and Online Books

James Gray, CEO, Coutts Information Services

4:15 – 4:45

Windows Live Academic Search and Windows Live Book Search – Opportunities for STM Publishers

Thirumalai Anandanpillai, is Senior Product Manager with Windows Live Search, and leads planning for Windows Live Academic Search and Windows Live Book Search

Presentation and discussion of Microsoft's Academic Search and Book Search products and the opportunities Microsoft sees for partnership between STM publishers and Microsoft in these areas.

4:45 – 5:15

Online Books: A Publisher's Perspective

Dr. Olaf Ernst, Worldwide Director, eBook Program, Springer

5:30

Meeting adjourns for day

6:30

Buses Depart for National Academy of Science Banquet Dinner

7:30 – 9:30

Cocktails & Banquet Dinner

Thursday, 18 May

8:45

Coffee

9:00 – 1:00

Module 3 – Science and Publishing: How Should Publishers Respond to the New Modes of Research

Moderator: Paul O. Weislogel, Ph.D., Executive Vice President, Journals Publishing, Lippincott Williams & Wilkins

The diversity of our guest speakers affords a fascinating perspective into the way in which authors expect publishers to capture and distribute their information. Workflow changes in this information processing are mirrored in the usage habits of readers. We can expect our speakers, who largely reside outside the publishing community, to enlighten us on what they find intriguing – and sometimes missing– from publishers' current offerings.

9:05 – 9:50

Journal Futures: Researcher Behaviour at Early Internet Maturity

Adrian Mulligan, Associate Director, Research Behaviour and Benchmarking, Academic Relations, Elsevier

9:50 – 10:30

Technology and the Evolution of Information Mentalities

Edward H. Tenner, Professor and Author, Princeton University

Styles of reading and writing change through history. Since the 1920, the natural sciences and humanities have increasingly parted ways in the writing and use of books, but both appear to focus on smaller units of thought. Google Library is less a force for change than a reflection of the snippetization of academic culture. Understanding changing information mentalities can open the way to new products and opportunities for publishers.

10:30 – 11:00

Coffee Break

11:00 – 11:30

Data is the new Intel Inside: The Role of Metadata and Semantically Expressed Data

Henry Rzepa, Professor of Computational Chemistry, Imperial College, London

The title derives from one of the features of Web 2.0, a collection of aspirations describing one future model for the Web. Berners-Lee had earlier coined the phrase 'Semantic Web.' Professor Rzepa will illustrate how, as a typical researcher, he values 'Data inside' when reading and 'using' scientific publications and will discuss not merely some of the issues in re-inventing the scientific journal to have "Data inside" but how the very concept of a journal can be re-cast into something which has a much greater holistic view of the STM area.

11:30 – 12:00

Meeting the Information Needs of Life Scientists

Martin Hofmann, Head of the Department of Bioinformatics, Fraunhofer Institute for Algorithms and Scientific Computing (SCAI) Life science researchers are increasingly crossing the borders between molecular biology, biochemistry, medicine, and bioorganic chemistry. However, access to relevant information is time consuming and hampered by the insufficient representation of the current state of knowledge in databases. Life science researchers need a new type of service that returns facts rather than documents; which supports the rapid navigation across the borders of traditional knowledge domains and which is absolutely up to date. New technology currently developed by a steadily growing number of laboratories gives hope that these needs will be matched in the near future.

12:00 – 12:30

Where Publishing and Science should be going

Ferenc Hudecz, Head of the Research Group of Peptide Chemistry, Department of Organic Chemistry, Eotvoos Lorand University

The focus of this talk will be on publishing research papers by old and new journals, e-publishing, and the reviewing process. Copyright issues from the viewpoint of universities and the public domain, as well as the construction, access, and use of databases derived from published papers will be addressed.

12:30 – 1:00

Closing Remarks

Michael Mabe, Chief Executive Officer, STM