STINI MASTER CLASS

Developing strategic business skills

I can't imagine a better selection of speakers.

2005 DELEGATE

It's hard to make complicated things simple, but it's usually worth it.

MARJORIE SCARDINO

The course has been designed with the support and input of directors and managers from these companies:

Blackwell Publishing
BMJ Publishing Group
CrossRef
Elsevier
Institute of Physics
Publishing
John Wiley & Sons

Taylor & Francis



Stm INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL &

MEDICAL PUBLISHERS

OUTLINE PROGRAMME

Monday 18 September

Midday Registration

Afternoon Keynote introduction

Michael Mabe, Chief Executive Officer, STM Association

Richard Balkwill, Course Director

'Navigating the turbulence of change'

Martin Tanke, Managing Director, Journal Publishing, Elsevier S&T

Course quiz:

'So you think you know about STM publishing?'

Introduction to case study:

'What are the biggest threats to my company?'

Group work and feedback

Evening Course photograph

Keynote speech and Dinner

Guest speaker: Dr Evan Harris, UK Member of

Parliament

Tuesday 19 September

Morning 'Risk analysis and investment strategies'

Chris Blake, Chairman, Earthscan

Group work: 'Acquisition strategies and

investment opportunities'

ternoon Feedback from group work

'Managing merged businesses'

Jim McGinty, Cambridge Scientific Abstracts

Evening Free to visit Oxford

Wednesday 20 September

Morning 'Managing the digital rights environment'

Dr Alicia Wise, Chief Executive, Publishers Licensing Society Sue Joshua, Director of Legal Affairs, John Wiley & Sons Ltd

'Succeeding in a turbulent environment:

a living strategy'

Dawn Bova, Director of Human Resources, Blackwell

Publishing

Gareth Williams, Human Resources Director, Taylor and

Francis Group

Afternoon Introduction to case study:

'Strategic issues facing STM publishers'

'Structuring and managing global businesses'

Dr Pieter Bolman, former Chief Executive, STM Association

Jayne Marks, CEO Global Operations, MPS Technologies Ltd

Evening Reception and dinner (sponsored by Elsevier)

Headington Hill Hall, Oxford Brookes University

Guest speakers:

Sir Muir Gray, Director of Clinical Knowledge, Process and

Safety, National Health Service

Professor Linda Fitzsimmons, Dean of the School of Arts

and Humanities, Oxford Brookes University

Thursday 21 September

Morning 'Creating a new vision for an enterprise'

Hugh Look, Senior Consultant, Rightscom

Case study presentations:

'Strategic issues facing STM publishers'

Debate and discussion.

Lunchtime Master Class closes.

Strategic change management

Risk analysis and investment strategies

Structuring and managing global businesses

Succeeding in a turbulent environment



This was the best course

I have ever been on ""

John Wiley delegati

Valuable access to companies' top personnel

Elsevier delegate

Invaluable for commercial and society publishers alike

INSTITUTE OF PHYSICS PUBLISHING DELEGATE

book before 30th June

STIVI MASTER CLASS

Booking your places

Return this form to **Rhona van Sliedregt**, STM Secretariat, POB 90407, 2509 LK The Hague, The Netherlands.

Tel: +31 70 314 09 30 • **Fax**: +31 70 314 09 40 **email**: rhona@stm.nl

Book before 30 June 2006 to qualify for your Early Bird price!

Course numbers are strictly limited. Previous courses have been over-subscribed. The course is residential. To gain maximum benefit from group work, bookings will be accepted only from those planning to stay for the full course.

Price for STM members: €2600 (non-members €3500) Early Bird prices: €2400/€3000 (if booked by 30 June (includes accommodation, meals, documentation and social events). Please book the following places:			
		Delegate name(s) and	job title(s):
booking. If you need to cancel before the course, with a 50%	for course places must be received in full at the time of a booking, you may do so in writing up to 30 days refund. No cancellations or refunds will be accepted or ough delegate substitutions may be made at any time.		
Person booking			
Company			
	Postcode		
Phone	Fax		

Method of payment

Signed

Date___

I enclose a cheque made payable to STM Secretariat

I have read and accepted the above booking conditions.

☐ Please invoice my company

☐ Please charge my MASTERCARD, VISA, AMERICAN EXPRESS

Card Number

Expiry date Signature_

Please note: STM and Oxford Brookes University reserve the right to change the content and order of the programme, and the speakers, if circumstances dictate.

Turning change to strategic advantage...

The publishing industry continues to change radically in the way it works to serve the scientific community. Technological opportunities must now take their place alongside more pressing demands of creating and maintaining assets, resolving the question of ownership of intellectual property, and continuing to add value to the process of scholarly communication. The STM Master Class explores all the major issues in depth.

The main objective of the course is to help delegates develop their strategic business skills in relation to risk analysis and investment decisions, structuring and managing global businesses, external relationships, understanding the impact of organisational culture on business performance, successful post-acquisition implementation, and understanding key drivers for change.

Course themes and topics...

In helping delegates to develop strategic business skills, the course will focus on these themes:

- strategic change management redefining your business and strategy, planning for change, dealing with drivers for and resistors to change
- risk analysis and investment strategies looking beyond the 'old economy' models, thinking innovatively, building services as well as products
- structuring and managing global businesses defining appropriate structures for a business, clarifying core competencies, cost/benefit analysis of insourcing and outsourcing, and formalising and managing outsource relationships
- succeeding in a turbulent environment
 dealing with the human side of change, structuring for
 today and tomorrow, harnessing external influences and
 internal culture

In addition to seminars, discussions, and group work, delegates will be able to network informally with high achievers from a range of STM publishers and organisations.

Who is the course for?

The STM Master Class is aimed at tomorrow's senior managers in all STM functions. Delegates are expected to be highly motivated and aspiring individuals, seeking to broaden and develop their understanding of the publishing business as a whole.

They will be aware of the main influences, opportunities and threats facing STM publishers, and be able to demonstrate an ability to introduce new and novel solutions to various publishing scenarios.

Delegates will typically have three to five years' professional experience in one or more of the following functions:

- Business development
- Finance
- Information technology
- Production
- Editorial
- Human resources
- Marketing
- Sales and customer relations



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successful year

FOR THE FUTURE SENIOR MANAGER IN STM PUBLISHING

Obsess about customers, not the competitors Jeff Bezos

Developing strategic business skills

Pembroke College, Oxford University

18–21 September **2006**



Pembroke College, Oxford University

Course director:

Richard Balkwill, Associate Consultant in Publishing Studies
Oxford Brookes University

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