

17^h INTENSIVE COURSE IN *STM* JOURNAL PUBLISHING 2007

Noordwijkerhout May 21/25, 2007

The Intensive Course is the premier training course for those working in STM journal publishing and is applicable to the career development needs of students from throughout the world. Every year students provide high evaluations indicating that the course has met their expectations. The word "intensive" should be taken seriously.

The aim is to provide a serious grounding in all aspects of learned journal publishing. The emphasis will be on understanding in depth the various publishing functions. It is intended that each function should be understood within the overall context of joined-up publishing. The presenters have been asked to describe journal publishing as it is. However the evaluations for the 2006 course have indicated a growing concern among students about how publishing should react to the various challenges facing our industry. With that in mind the speakers in 2007 have been asked to pay special attention to future developments.

The course is directed by Anthony Watkinson of University College London and Blackwell Publishing Oxford with Gertraud Griepke of Springer Heidelberg and Greg Giblin from John Wiley Hoboken. There will be plenty of time for thorough presentations by well-known speakers from both sides of the Atlantic and for discussion after the presentations. The following speakers have agreed to contribute to the course: Helen Bailey (Wiley-Blackwell); Yvonne Campfens (Springer); Gary Coker (MetaPress); Deborah Dixon (Wiley-Blackwell); Christine Fyfe (University of Leicester); Karin Jensma (Swets Information Services); David Inglis (Training Consultant); Alex Lankester (Wiley-Blackwell); Carlo Scollo Lavizzari (STM); and Michael Mabe (*STM*)

The outlines of the presentations will be handed out at the on-site registration in order to make it easier for participants to follow them.

The case study, which is central to the course, is based on a real acquisition of a journal. It will involve a written proposal and also each participant will be required to be part of a group presentation. It is however understood by both the presenters and the course tutors that the majority of those taking part in the course will not have English as a first language. Information about the case study will not be made available until later on the first day of the course.

In order to gain full benefit from this course, the participants should have some publishing experience within an *STM* member company or another scholarly or professional publishing organisation. It must be emphasised that the course is as much designed for those working in production or service functions as it is for editorial and marketing people. Those who have held responsible positions in some other area of publishing and are new to STM Journals have found the course particularly useful.

All those who complete the course will receive a certificate of attendance jointly signed on behalf of STM and University College London.

Programme

Monday May 21st

12-00 Registration starts

12-30 Lunch

13-45 Welcome and introduction to the course: The course tutors

14-00 The Role of the Journal : Michael Mabe (STM)

The Chief Executive Officer of STM, who is also an authority on the history and function of the scholarly journal, will apply evidence-based research on the continuing role of the journal.

15-15 Editorial: Deborah Dixon (Wiley-Blackwell)

Dr. Dixon will explain strategic journal development both of existing journals and journals new to a company.

16-30 Introduction to the Case study, distribution of packs and allocation into companies: The course tutors

17-00 Refreshment break followed by work on the case study

18-30 Question and answer session concerning the case study: The course tutors

19-00 STM drinks reception

19-45 Dinner

Tuesday May 22nd

08-30 Questions concerning the case study: The course tutors

09-00 Finance: David Inglis (Training Consultant)

Mr Inglis has managed major STM companies and in his presentation, for which a calculator is required, he will concentrate on the budgets for individual journals while placing them in the context of general financial planning of a publishing organisation or company.

11-00 Refreshment break

11-30 Work on Case Study

13-00 Lunch

14-00 Production: Helen Bailey (Wiley-Blackwell)

The speaker will provide an understanding of modern production processes including workflow and outsourcing and will touch on the wider strategy of content management.

15-15 Refreshment Break

15-45 Electronic Online Delivery Gary Coker (MetaPress)

The speaker will place online hosting of journals in the context of both production and marketing

16-45 Work on Case Study

19-30 Dinner

Wednesday May 23rd

08-30 Law and Licensing: Carlo Scollo Lavizzari (STM)

The counsel for STM will discuss legal issues as applied to journal publishing including in particular but not confined to the challenges to copyright. He will give practical examples of the formation of contracts and touch on licensing and the exploitation of secondary rights.

09-45 Refreshment Break

10-15 Marketing and Sales: Alex Lankester (Wiley-Blackwell) and Yvonne Campfens (Springer)

The presenters will deal with the marketing and selling not only of an individual journal but the wider digital library offered in particular to library consortia. They will briefly explain about other sources of income.

12-30 Lunch

13-30 Work on Case Study

17-00 Deadline for handing in corporate financials from case study to the course tutors.

19-00 Dinner

22-00 Deadline for handing over of complete case study proposal

23-30 Work on presentation completed

Thursday May 24th

08-30 Presentation of case studies: first three groups

11-00 Refreshment Break

11-30 Presentation of case studies: remaining two groups

13-10 Lunch

14-10 Departure from Conference Centre by bus to Swets in Lisse

14-40 Role of the Subscription Agent/Intermediary followed by a tour of Swets: Karin Jensma (Swets Information Services)

This presentation will deal with agents and other intermediaries including aggregators, looking at the continuing role of organisations like Swets in the modern journal environment.

16-20 Role of the Academic Librarian: Christine Fyfe (University of Leicester)

A university librarian will explain how librarians understand scholarly communication and how they want to work with publishers of journals to encourage the progress of knowledge, both in theory and in practice.

17-45 Departure by bus to Leiden

18.15 Reception at Brill Publishers followed by dinner in the old city of Leiden and then return by bus to Conference Centre

Friday May 25th

08-45 Discussion and analysis of case study documentation and presentations : the course tutors

10-30 Refreshment break

11-00 The future of publishing in the digital environment: Michael Mabe (STM)

Our role as publishers is challenged and, in some courses, minimised. How should we react to these challenges and what is our future?

12-15 Discussion and summing up of issues raised by the course: Michael Mabe and the course tutors

13-00 Presentations of certificates to course participants

13-15 Closure and lunch



INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL & MEDICAL PUBLISHERS

For quick registration, register online at <http://www.stm-processing.org>

REGISTRATION FORM

17th Intensive Course in STM Journal Publishing 2007

21 – 25 May 2007

Noordwijkerhout, The Netherlands

Name _____

Business Title _____

Company/Institution _____

Street Address _____

City _____ Postal Code _____ Country _____

Phone _____ Fax _____ E-mail _____

Registration Fees

Member € 2595

Non-Member € 3200

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 (digits code from front/back of your credit card) _____

Name of Cardholder _____ Signature _____

**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 more than 60 days before the course - full refund.

Cancellations made 60 – 30 days before the course – 50% refund.

Cancellations less than 30 days before the course – no 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 +31 70 314 09 40. Questions, please e-mail info@stm-assoc.org