

**Preliminary Programme (26 November 2007) – Avoid the waiting list and register now!**

## <APE 2008

### Academic Publishing in Europe: "Quality & Publishing"

Under the Auspices of the EU Research Directorate-General. APE 2008 presents keynotes, insight views, best practices and new developments in the context of the Internet, electronic publishing, digital libraries and archives, enabling technologies and search engines, with ample time for discussions.

#### 'Education and Training Course for Younger Academic Publishers (YAP): "The Purpose of Publishing"

This course is supported by the EU Research Directorate-General. This is an ideal opportunity to meet with international colleagues, who will enjoy special tutorials from professional colleagues in the morning and workshops in the afternoon.



< A view of the **Leibniz Room** in the Berlin-Brandenburg Academy of Sciences, venue of the APE Full Conference on 22-23 January 2008.

The Academy is located at the famous Gendarmenmarkt with the French and German domes in the heart of Berlin, very close to the Brandenburg Gate, Reichstag, Holocaust Memorial, Humboldt University, Alexanderplatz and many museums.

**For registration and hotel reservations:**

[www.ape2008.eu](http://www.ape2008.eu) or write to [info@ape2008.eu](mailto:info@ape2008.eu)

Excellent rates for nearby hotels are available until 10 December 2007

#### **APE: independent and international conferences about all aspects of academic publishing**

**APE** conferences provide an independent and international platform where academic, educational and professional publishers, university presses, librarians, scientists, authors, editors, teachers, learned and professional societies and associations, funding agencies, politicians and policy makers, subscription agencies and booksellers, recruiting agencies as well as technology providers can present visions and views, exchange experiences and discuss opportunities and challenges.

**APE 2008** is the **third** Conference. APE 2008 will be organised under the auspices and with the support of the European Commission, Research Directorate-General and sponsored by national and international associations like ALPSP, German Association of Publishers and Booksellers, DGI, IFLA, IPA, FEP and STM as well as by a number of academic publishers.

**From the Proceedings of APE 2007:** "European dialogue on the future of publishing is hugely important. The intensive discussions at APE 2007 earlier this year and APE 2006, the first-ever conference on 'Academic Publishing in Europe' made this obvious. Professionals from libraries, publishing companies, academic institutions and international associations debated their sometimes very different perspectives, requirements and views, exchanging information and know-how."

## &lt; APE 2008 Pre-Conference Day

**Monday, 21 January 2008: please note NH Hotel Berlin Mitte**

**"The Purpose of Publishing"  
Education and Training Course for 'Younger Academic Publishers' (YAP):**

This Education & Training Course is offered with special Support from the EU Research Directorate-General

Chair: Anthony Watkinson, University College London

**Introduction:**

The purpose of academic publishing is to facilitate scholarly communication. Publishers have a role if they can add value. As has often been pointed out the role of publishers in adding value is not so obvious now as it was in the print environment. What publishers do in the digital arena can be deconstructed and the elements assigned to the academy and to open source software or library produced tools and platforms so that there are fewer tasks that publishing companies and organisations are needed for. Nevertheless no other player in the information chain has replaced publisher abilities in investing and organising and finding the best tools to make communication more effective.

The programme describes those publisher skills that are necessary for success in the digital environment and how these skills can be paid for. The programme is intended for small, medium and big publishers alike and for book publishers as well as journal publishers, although it is inevitable that many of the examples will be taken from journals as there is less experience as yet among book publishers.

There will be a strong emphasis on practical steps that companies and organisations can take. Those participants who complete this one-day course will receive a 'Certificate of Attendance' signed on behalf of the sponsoring bodies including University College London Centre for Publishing and the International Association of Scientific, Technical and Medical Publishers. Group rates are available on request!

- 08:00 Doors open for registration in NH Hotel Berlin Mitte (Coffee, Tea & Snacks)
- 09:00-09:15 **Opening and Greetings:** Anthony Watkinson, University College London
- 09:15-09:45 **Setting the Scene:** Paul Evans, Elsevier, Amsterdam
- 09:45-10:30 **Tutorial 1. Giving Authors what they want (Author Experience):** Paul Peters, Hindawi
- 10:30-11:00 Coffee & Tea
- 11:15-12:00 **Tutorial 2. Providing Readers with the Google Experience (User Experience):**  
Matthias Wahls, Brill, Leyden & Philippa Scoone, Blackwell Publishing, Oxford
- 12:00-13:00 Lunch
- 13:00-14:00 **Tutorial 3. Outsourcing Production and other Functions (Saving Money):**  
Gary Coker, Metapress, Birmingham, USA  
Gertraud Griepke, Springer, Heidelberg
- 14:00-15:30 **Workshop I: How to get organised?**
- 15:30-16:00 Coffee & Tea
- 16:00-17:00 **Workshop II: How to get the right people with the right skills?**
- 17:00-17:30 **Summary and Presentation of 'Certificates of Attendance'**
- 17:30 End of Course

## < APE 2008 Full Conference 22-23 January 2008

### Academic Publishing in Europe: "Quality & Publishing"

#### Provisional Programme (Status 26 November 2007)

##### Introduction:

There are many separate discussions going on about what publishing is, or should be, and the future role of information in science and society. APE 2008 does not provide all answers, but supports awareness and a better understanding of publishing by presentations and discussions between all stakeholders. The Pre-Conference Day with the Education and Training Course for Younger Academic Publishers (YAP) offers excellent introductions and workshops: The Purpose of Publishing!

**Some of the questions that will be addressed in APE 2008:** What do we really know about publishing? Is 'Open Access' a never ending story? Will there be a battle between for-profit and non-for-profit publishing and who will be the survivors? Which is the best peer review system in the public interest? What does impact mean in times of the Internet? What are the plans of the European Commission for digital libraries, access and dissemination of information? Will libraries become university presses or repositories? How efficient is 'OA' in terms of information delivery? What are the full costs of information? Business models versus subsidies? What is the future role of books and reference works? How important are local languages? Which kind of search engines do we all need? What about non-text and multi media publications? Which models for bundling and pricing will be accepted? What makes publications so different? Why are some journals in a defined subject field much more successful than other journals? How important is the role of editors and editorial boards? What education and training is required? What skills are needed? Barrier-free information: do we provide sufficient access for the visually impaired?

#### Tuesday, 22 January 2008: Plenum, Leibniz Room, Berlin-Brandenburg Academy of Sciences

- 08:00 Doors open for Registration (Coffee, Tea & Snacks)
- 09:30-09:45 **Welcome and Opening**  
*Dr. Einar Fredriksson, Director, IOS Press, Amsterdam*
- 09:45-10:00 **Greetings**  
Dr. Karl-Peter Winters, German Association of Publishers and Booksellers (Börsenverein), Frankfurt am Main
- 10:00-10:30 **Opening Keynote:**  
  
Dr. Arne K. Richter, Executive Secretary, European Geosciences Union  
**Open Access – A never ending Story?**
- 10:30-11:00 Coffee & Tea
- 11:00-12:30 **Keynote 2**  
  
Michael A. Mabe, CEO, International Association of STM Publishers, The Hague/Oxford  
**STM Publishing: the known Knowns, the known Unknowns and all Points in between**
- Keynote 3**  
N.N.
- 12:30-14:00 Lunch
- 14:00-16:00 **Session: Peer Review and Quality**  
*Chairman: Mayur Amin, Senior VP - Research & Academic Relations, Elsevier, Oxford*
- Experiments with alternative Peer Review Approaches - what have we learnt?**
- Ulrich Poeschl, Max Planck Institute for Chemistry, Mainz
  - Catriona MacCallum, PLoS
  - Linda Miller, Nature, London
- Peer Review in Scholarly Journals: Perspective of the Scholarly Community – Results from an international study (PRC)**
- Mark Ware, Mark Ware Consulting
- Panel Discussion**

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**Tuesday, 22 January 2008 (ctd.): Plenum, Leibniz Room, Berlin-Brandenburg Academy of Sciences**

16:30-17:00 Coffee & Tea

17:00-18:30 **Session: All about Money**

*Dr. Olaf Ernst, President, EProduct Management and Innovation, Springer Science + Business Media, Heidelberg)*

Alexis Walckiers, ECARES (European Centre for Advanced Research in Economics and Statistics),  
Université Libre de Bruxelles

**What means rich in publishing? Competition between for-profit and not-for-profit publishers from an economist's point of view**

**A Publisher about changing from a subscription model to OA**

Deirdre Furlong, Policy Officer, European Commission, Brussels

**Scientific Publishing from a Funding Body Perspective: Views from the European Commission**

**Discussion: Transparency of Costs and Prices**

19:30 **Conference Dinner at the 'Refugium' for Guests, Speakers Please note: Separate Registration!**

**Wednesday, 23 January 2008: Berlin-Brandenburg Academy of Sciences**

08:00 Doors open (Coffee, Tea & Snacks)

#### **A. Leibniz Room**

09:00-10:30 **Panel Discussion: What Matters? The Future Role of Libraries in Science and Society Swallowed by OA Repositories, turned into University Libraries or kept as Book Museum?**  
*Chair: Prof. Dr. Gabriele Beger, State and University Library Hamburg and President of DGI)*

Participants:

Ann Okerson, Yale University Press

Biddy Fisher, Sheffield Hallam University Library

Nol Verhagen, Amsterdam University Library

Dr. Uwe Rosemann, TIB Hannover and Subito (requested)

Dr. Wolfram Neubauer, ETH Libraries, Zürich

#### **B. Humboldt Room**

09:00-10:30 **Panel: Visible or Invisible? What Tools do Scientists need?**  
*Chair: Ehrhardt F. Heinold, Heinold + Spiller, Hamburg*

Dr. Tamara Pianos, German National Library of Economics, Kiel

**A Comparison of Information Portals for Scientists**

**Panel:**

Thijs Willems, **Scopus**

Caroline Williams, **Intute** (requested)

NN, **Knowledge Exchange**

Dr. Tamara Pianos, **Vascoda**

**Comments from a Scientist**

10:30-11:00 Coffee & Tea

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Wednesday, 23 January 2008 (ctd.): Berlin-Brandenburg Academy of Sciences

#### A. Leibniz Room

11:00-12:30 **Session: Innovation & Enabling Technologies**  
NN

Prof.Dr. Erhard Rahm, University of Leipzig  
**Comparing the Scientific Impact of Conference and Journal Publications in Computer Science**

Peter Murray-Rust, Unilever Centre for Molecular Sciences Informatics, University of Cambridge  
**Semantic Markup in Scientific Publishing**

Fiona Bennett, Head of Library Sales and Business Development, Oxford University Press  
**Electronic Expression of Licensing Terms**

#### B. Humboldt Room

11:00-12:30 **Round Table: University Presses and Books in the HSS (Humanities and Social Sciences) in a digital future**  
*Chair: Eelco Ferwerda, Amsterdam University Press*

With participation from (among others):  
Amsterdam University Press (AUP), Göttingen University Press (UGOE), Manchester University Press (MUP), Presses Universitaires de Lyon (PUL), Firenze University Press (FUP)

12:30-13:30 Lunch

#### A. Leibniz Room

13:30-15:00 **Session: New Content, New Models, New Roles**  
NN

Dr.Peter Löw, Springer/InfoChem, Munich  
**Data Mining**

Laurent Romary, Max Planck Digital Library, Berlin  
**New Scientific Communication Models in the MPS: the Case of Data Journals**

Ronald Schild, MVB; German Association of Publishers and Booksellers, Frankfurt  
**Libreka: A Collaborative Publishers Approach to present Full Text Books on the Internet (50,000+)**

Dr. Thomas Kahlisch, German Central Library for the Blind, Leipzig  
**DAISY – An Opportunity to improve Access to Information for All**

#### B. Humboldt Room

13:30-15:00 **Session: Didacting Content? About Textbooks, Course Packs, Online Training**  
*Piero Attanasio, AIE, Milano*

Prof.Dr. Rudi Schmiede, Darmstadt University of Technology  
**The Social Impact of Information**

Prof.Dr. Laura Tallandini, University of Padua (requested)

NN

NN

15:00-15:30 Coffee & Tea

#### Plenum, Leibniz Room

15:30-16:30 **Closing Panel**  
Names will be announced on the APE 2008 Website

## < APE 2008 Full Conference: "Quality & Publishing"

### APE 2008 Programme Committee:

Mayur Amin, Senior VP - Research & Academic Relations, Elsevier, Oxford  
Piero Attanasio, AIE, Milano  
Prof.Dr. Gabriele Beger, Director, State and University Library Hamburg and President of DGI  
Dr. Matthew Cockerill, Publisher, Biomed Central, London  
Dr. Olaf Ernst, President, EProduct Management and Innovation, Springer Science + Business Media, Heidelberg  
Dr. Einar Fredriksson, Director, IOS Press, Amsterdam  
Brian Green, Director, EDItEUR / International ISBN Agency, London  
David Hoole, Head of Brand Marketing and Content Licensing, Nature Publishing Group, London  
Arnoud de Kemp, Chairman, Electronic Publishing Working Group (AKEP), Frankfurt and digiprimo, Heidelberg  
Dr. Peter Johan Lor, Secretary General, IFLA, The Hague  
Michael A. Mabe, CEO, International Association of STM Publishers, The Hague/Oxford  
Prof.Dr. Hermann Maurer, Technische Universität Graz  
Jan Roukens, Publishing Consultant, Brussels  
Ian Russell, Secretary General, ALPSP, London  
Eefke Smit, Director, STM Director Standards and Technology, Amsterdam  
Dr. Christian Sprang, Legal Counsel, German Association of Publishers and Booksellers (Börsenverein), Frankfurt  
Anthony Watkinson, University College London

### APE 2008 Sponsors:

We welcome Sponsorships. For an actual Overview of Sponsors please click here:

<http://www.ape2008.eu/07sponsors.htm>

European Commission, Research Directorate-General  
Akademische Verlagsgesellschaft AKA  
AKEP - Electronic Publishing Working Group in the Börsenverein (see Börsenverein)  
ALPSP – Association of Learned and Professional Society Publishers (**special rate for members**)  
ARIES – Knowledge Finder, Editorial Manager, DocuRights  
Börsenverein – German Association of Publishers and Booksellers (**special rate for members**)  
Brill  
DGI – German Association of Information Theory and Information Practice (**special rate for members**)  
EBSCO Information Services  
Elsevier  
FEP – Federation of European Publishers  
IFLA – International Federation of Library Associations and Institutions  
IOS Press  
IPA – International Publishers Association  
Klopotek & Partners  
MetaPress – Electronic Content Management and Hosting  
Springer Science + Business Media  
STM – The International Association of Scientific, Technical and Medical Publishers (**special rate for members**)  
SWETS  
Taylor & Francis Group

### Pricing Information:

Regular Full Conference Registration Fee € 500.00\*  
Members Full Conference Registration Fee € 400.00\*  
Education and Training Course for "Younger Academic Publishers" € 265.00\* **separate registration / company group rates!**  
Complete Regular Conference Package 3 days € 695.00\*  
Complete Member Conference Package 3 days € 595.00\*  
Conference Dinner € 85.00\* **separate registration**

For Special Academic Rates and Group Rates for Sponsors please write to: [info@ape2008.eu](mailto:info@ape2008.eu)

\*plus 19% VAT incl.Lunches, Beverages

Terms and Conditions: All registrations are firm, but can be cancelled until 10 days before the Conference.  
If cancelled later, only 50% will be credited. All fees are payable in advance incl. bank charges to the APE Foundation.  
Changes in the Programme are possible at any time. Participants will receive a Final Programme before APE 2008 starts.  
Hotel reservations are forwarded to the selected hotels and confirmations will be sent directly by the hotel.

**>>>> For Registrations and Hotel Reservations: <http://ape2008.eu/02registration.php>**