

7 March 2008

Network with the leaders of today and the future!

Register now

The intensive residential course for future senior managers in STM publishing

STM Master Class - Europe

15 – 18 September 2008

St. Catherine's College

Oxford, UK

Course Director: Richard Balkwill

General overview

The STM Master Class has established itself as a benchmark of exciting and innovative teaching and learning in strategic business skills. The STM Master Class attracts senior and influential speakers from within and outside STM industry whose ideas challenge the delegates to tackle today's key publishing issues – achieving innovation, tackling change, evaluating risk, licensing and acquiring intellectual property, managing relationships with key stakeholders, and enhancing brand values.

For the ninth consecutive year, The Master Class is again being held in Oxford. Every year feedback from the students has been positive and every year the committee of senior publishers, commit to adapting the course to the industry's constantly changing needs.

The emphasis is on strategy. Once again the training consultant Richard Balkwill supported by Peter Ashman of BMJ Publishing, Jon Walmsley of Wiley-Blackwell, Ian Bannerman of Taylor & Francis, Jane Thurgood of Oxford Brookes University and Jim Milne of Elsevier has provided a programme of presentations and course providing a context for serious thought and a challenging experience.

Who is the course for?

- Tomorrow's international senior managers in all STM publishing functions: marketing/sales, business development and editorial.
- Managers will have between three – five years' experience, including some responsibility for managing budgets, resources and staff.

Benefits of participating in the course

- More confidence in making strategic decisions
- Original and innovative ideas to manage change
- A radically different way of looking at the STM market
- Opportunities to network with high level people in our industry
- Greater willingness to review models and apply techniques from outside our industry
- Membership in a growing community of highly motivated and committed former delegate

Some features of the course

- An emphasis on thinking strategically, not on honing process skills
- A superb range of senior high-profile speakers
- Demanding group work with case studies that brings to life course themes and topics
- A clearer vision of who our partners and stakeholders are, and what they might want
- Contrasting points of view from stakeholders, customers and publishers

Key themes

- The pace of change continues to make demands on STM managers; the change is disruptive, but offers opportunities for entrepreneurial innovation
- Managers increasingly have to respond to demands to redefine their business strategy
- Who are our stakeholders? These partners are more than customers. What do they need from us, and how are changes in research methodology impacting upon our business?
- The need to understand and manage risk, and to make substantial investment commitments without all the data and facts
- Are we equipping future managers with the aptitude and skills to manage change innovatively?
- The legal and rights environment is changing and putting new pressure on how we negotiate licenses and agreements

Preliminary Topics

- **Finance and Risk**
Risk analysis and making strategic decisions – internal investment managers within publishing give a view
- **Stakeholder Relations**
What do societies and other partners want from the publishing industry?
- **Changing Research Needs**
How is the way researchers and publishers work together changing? What do institutions and research communities actually want from the publishing industry?
- **Disruption and Innovation**
What are the key issues threatening our industry? How can we create a new vision for an enterprise? Presenting viewpoints that break the mould
- **Managing Rights and Assets**
How the legal situation impinges on our business, and how we deal with rights and licenses
Covering the legal/contractual issue arising from DRM/DAM
- **People and Change Management**
Giving STM managers the skills to build and develop people during periods of change

Venue

The venue is the modernist St. Catherine's college in the university. Excellent facilities provides the ideal setting in which to benefit from three days of high-powered presentations, followed by the challenge of putting new ideas into practice through a sequence of stimulating and demanding case studies. There is also ample opportunity to share ideas with an international mix of high-calibre STM managers.

Comments from delegates in previous years

'This was the best training course I have been on'

'Excellent – gave me a whole lot of information and perspective on what turbulence publishers face and how we might approach it'

'Speakers were compelling, stimulating and entertaining'

Updates on this course and other STM events at <http://www.stm-assoc.org/stm-events>

REGISTRATION FORM

**STM Master Class Europe – Oxford, UK
15 – 18 September 2008
St. Catherine’s College
Discounts for early registration**

For quick registration, register online at STM Master Class Europe

<http://www.stm-assoc.org/stm-events>

Name _____
Business Title _____
Company/Institution _____
Street Address _____
City _____ Postal Code _____ Country _____
Phone _____ Fax _____ E-mail _____

	<u>Before 30 June 2008</u>	<u>After 30 June 2008</u>
Member	_____ €2400	_____ €2800
Non-Member	_____ €3000	_____ €3600

Registration fee includes accommodation at St. Catherine’s College

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 (3 digits code from back of your credit card) _____

Name of Cardholder _____ Signature _____

*Please note that 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 must be made in writing up to 30 days before the seminar for a 50% 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 +32 2 774 96 90

For updated information and registration, please visit <http://www.stm-assoc.org/stm-events>.