

1 August 2008

**Forward from Forty:
STM in its Fifth Decade**
Westin Grand Frankfurt Hotel
Frankfurt, Germany
Tuesday, 14 October 2008

Preliminary Programme

- 8:15 Registration, Continental Breakfast & Networking
- 9:30 Welcome & Opening
STM Chair (new) & Jerry Cowhig
- 9:45 **Keynote Larry Sanger, Citizendium**
Co-founder & Chief Organizer of Wikipedia and Founder and current Editor-in Chief of Citizendium will explore Web 2.0 and reference publishing as well as broader issues of online knowledge systems and collaborative professional communities.
- 10:45 Coffee & Tea Break
- 11:15 **Innovations in Content Monetization - Panel**
Moderator: **Ed Colleran**, Senior Director of Rightsholder Relations, Copyright Clearance Center
Fiona Bennett, Director, UK Business Development & Rights, Oxford University Press
David Hoole, Head of Content Licensing and Brand Marketing, Nature Publishing Group
Matt Howells, Global Journals Production and Distribution Director, Taylor & Francis
Three publishers will discuss content monetization within their digital strategies – successes earned and lessons learned. Examples include: innovations in leveraging web traffic; facilitating author fees, such as off prints and open access; and providing customers with automated, online licensing of content from journals, e-books, and reference works.
- 12:45 Lunch
- 1:45 **Communicating the Results of Scholarly Research:
The Real Costs**
Michael Jubb, Director, The Research Information Network (RIN)
This presentation will set out the findings of a Research Information Study, from May 2008 on the activities, costs and funding flows in the scholarly communications process, globally and with particular reference to the UK. The report notably describes the costs incurred by key agents in the various stages of the process; the sources, nature and scale of the resources provided to meet these costs. And the impact of possible changes that might follow from a number of possible scenarios.
- 2:15 **CrossRef and the Pursuit of Truthiness**
Ed Pentz, Executive Director of CrossRef
Part of CrossRef's mission is 'to enable easy identification and use of trustworthy electronic content and two recent CrossRef projects – CrossCheck, launched in June 2008 and CrossMark, being planned for 2009 – help fulfill this mission. Ed will give an overview of these services and some other CrossRef initiatives and review how they help fulfill CrossRef's strategic goals and benefit scholarly communications.
- 3:00 Coffee & Tea

- 3:30 **A Conversation with Harold Varmus**
Harold Varmus, President, Memorial Sloan-Kettering Cancer Center
David Worlock, Interviewer, Chief Research Fellow, Outsell, Inc.
Dr. Varmus presents his views via questions that have been posed to him on what is happening in scholarly communication more widely, and in Open Access in particular.
- 4:30 Close for non-Members
- 4:45 **Members Only Forum**
Issues of importance to STM members
- 5:30 **Members Only Drinks & Networking**