



INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL & MEDICAL PUBLISHERS

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8 September 2008

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

### Programme

8:15 Registration, Continental Breakfast & Networking

9:30 **Welcome & Opening**

STM Chair (new) & Jerry Cowhig

9:45 **Keynote: Should Science Communication be Collaborative?**

**Larry Sanger**, Co-founder & Chief Organizer of Wikipedia and Founder and current Editor-in Chief of Citizendium

Sanger agrees that science writing is already collaborative, and his real question is, "Should science communication be radically collaborative"? Sanger talks about the future of science collaboration in the wiki sense – going beyond two or more people merely working together. The collaborators are self-selecting, they determine what they are going to do and are not assigned their roles. Finally, there is equal ownership or equal rights over the resulting work, or in other words, there is no "lead author." Sanger predicts that radical collaboration is part of our future and will probably result in some amazing new scientific resources. Sanger will discuss how big a part of our future it should be – as well as what we should not expect radical collaboration to do.

10:45 Coffee & Tea Break

11:15 **Innovations in Content Monetization – Panel**

Moderator: **Ed Colleran**, Senior Director of International Relations, Copyright Clearance Center

**Fiona Bennett**, Director, UK Business Development & Rights, Academic Books and Journals Division, Oxford University Press

**David Hoole**, Head of Brand Marketing and Content Licensing, Nature Publishing Group

**Matthew Howells**, Global Journals Production and Distribution Director, Taylor & Francis

STM publishers must continually investigate new ways to generate revenue from content while reducing costs and improving customer service. In this panel, Copyright Clearance Center will moderate a discussion with three STM managers on content monetization within their digital strategies. It includes a technology component focusing on innovations in leveraging web traffic; facilitating author fees, such as offprints and open access; and providing customers with online licensing of content from journals, ebooks 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**

STM thanks the following organisations for helping sponsor this conference.

