

9 March 2009

## Register before 26 March for early bird discount!

*Right after the London Book Fair*

### **STM E-Book 2.03 Seminar**

23 April 2009, London, England  
London Marriott Hotel/Kensington  
147 Cromwell Road, London, SW5 0TH

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#### **Some comments from E-Book 2.02, April 2008**

- 'Great mixture of practical experience, forward-looking presentations, business models.'
- 'Excellent range of topics and not a single bad speaker.'
- 'Good to have plenty of networking opportunities.'
- 'Intensive, yet informal. Good length presentations.'

#### **Who should attend?**

The seminar is aimed at managers in scholarly publishing with an investment or interest in E-books - Editorial, Marketing, Sales, Business Development, and Production.

### **Preliminary Program**

8:30 Registration & Coffee

9:30 Welcome & Introduction

9:45 **Keynote: You've never had it so good**

**Richard Charkin**, Executive Director, Bloomsbury

Academic publishers – STM and social sciences both – are grappling with the development, marketing, pricing and distribution of e-books to their market places. But, if you read the newspapers you would think the only e-books are for lovers of fiction. Richard Charkin has worked in both academic and general publishing and will contrast some of the issues being tackled by general book publishers to give a different perspective.

10:15 **E- Book Trends: An Industry Analyst's Viewpoint**

**Daniel Pollock**, VP & Lead Analyst, STM, Outsell

A high level review of E-Books, covering how people are using them, estimates of revenues from this important emerging medium, and key features and trends in e-books and their much-hyped readers (the technology, not the people). We will set this in the context of the information industry in general, and the STM segment in particular.

10:45 Break

11:15 **Panel: Using E-Books now – Librarians provide insight into the good, the bad, and the not so bad**

Moderator: **Eileen Dolan**, Director of Market Development, Wiley-Blackwell

Librarians share their "hands on" experiences, including patrons' skills using e-books.

## **"Such stuff as dreams are made on?: E-book use at the University of Surrey"**

**Kate Price**, E-Strategy & Resources Manager, University Library, University of Surrey, Guildford, UK  
Students and staff at the University of Surrey consistently rate "Access to Information Resources" as their number one priority. They also currently have access to over 160,000 e-books. So have their dreams come true? Or are the promises of e-books more akin to the "insubstantial pageant" that Prospero describes during the finale of "The Tempest"? (Shakespearian references will be kept to a minimum!).

**Roel Tilly**, University of Maastricht, The Netherlands

**Jill Taylor-Roe**, Head of Liaison & Academic Services, Robinson Library, Newcastle upon Tyne

12:45 Lunch

1:45 Introduction to afternoon

## **Innovations: The Many Faces of E-books**

Developed by STM's Future Lab Committee

### **1:50 Tapping the full potential of the eBook market – Springer's MyCopy**

**Brian Bishop**, Director of E-Product Development & Innovation, Springer Science + Business Media  
Academic and corporate libraries are increasingly adding eContent to their holdings today. Library patrons expect their library to offer eJournals and they more and more expect it to offer eBooks as well. Major STM publishers have to include eBooks in their product mix if they want to keep pace with the trend. Springer was one of the first STM publishers to foresee the eBook trend and offered comprehensive eBook packages to academic and corporate libraries starting in 2006. Like eJournals, eBooks are a great research tool, but still most students and scholars go lengths to avoid reading a book online. With Springer's latest innovation, MyCopy, a hybrid product combining the eBook with a POD print book format, libraries can now offer their patrons to pick the content format that suits their individual research needs best. MyCopy as a business model reflects how scientific books are used today and provides a model for complementary print and online publication.

### **2:20 The Oxymoronic eBook**

**Mike Taylor**, Principal Investigator, Elsevier Labs, Elsevier  
Books are designed for readers; eBooks have users. It's all downhill from there. We'll present some new ideas about use models (and our research) and the match (or not) with current market offerings, in both web-based and gadget-based formats. We'll also discuss new user-centered models of "book" publishing. The conclusion will be that the word "book" is holding us back.

3:00 Break

### **3:30 E-book publishing - the revival of book publishing for small & medium size academic publishers**

**Caroline Wain**, Publisher, Books, RSC Publishing, Royal Society of Chemistry  
Many publishers have approached ebook publishing with scepticism and doubt, relating to high initial investment, cannibalisation of print markets and problematic DRM and copyright protection. Using the RSC activities as a case study we will be looking at the real opportunities that ebook publishing has presented and how small and medium size publishers can exploit some of these to revive activities in the book publishing area.

### **4:00 It's an 'Either/And' World after All**

**Ruth Jones**, Director, Publisher Business Development, Ingram Digital, Ltd  
The digital content ecosystem is complex. Meanwhile, e-content has become a virtually mandatory component of business strategies - from those of niche publishers to those of independent booksellers and top libraries. However, leveraging existing opportunities requires significant investments in technology infrastructure. It also demands that companies shift resources away from their core businesses to tackle the operational complexities inherent to the digital marketplace. Meanwhile, the print content market is still robust. By leveraging resources and strategies currently available, companies in the content value chain can bring innovative and highly profitable digital products to market.

4:30 – 4:45 Wrap-up & Close

## REGISTRATION FORM

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

Name \_\_\_\_\_  
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Company/Institution \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

#### Registration Fees – Discounts for early registration

	<u>Before 26 March 2009</u>	<u>After 26 March 2009</u>
<b>Member</b>	_____ €350	_____ €400
<b>Non-Member</b>	_____ €450	_____ €500

#### 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 € \_\_\_\_\_

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\*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 2 761 16 99

Organizations registering 5+ people for this conference should contact [info@stm-assoc.org](mailto:info@stm-assoc.org) for discount information.