

21 April 2009

**19th Intensive Course in Journal Publishing – Europe**  
**The premier course for middle and junior managers in social science & STM publishing**  
11<sup>th</sup> to 15th May 2009  
NH Hoteles  
Hirschberg, Germany

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## Programme

### Monday, May 11

11.30 Registration starts

12.15 Lunch

13.15 **Welcome and introduction to the course:** The course tutors

13.30 **The Role of and Challenges to the Journal: Michael Mabe (STM)**

Mr Mabe, who is a visiting Professor in Information Science at University College London as well as Chief Executive of STM, will explain the enduring role of the journal, and the journal article, and the reasons why it is the main vehicle of formal scholarly communication in most STM disciplines

15.30 **Introduction to the Case study, distribution of packs and allocation into companies:** The course tutors

16.00 Refreshment break followed by work on the case study

18.30 **Question and answer session concerning the case study:** The course tutors

19.00 **STM drinks reception**

19.45 **Formal dinner followed by work on the case study**

## Tuesday, May 12

08.30 **Questions concerning the case study:** The course tutors

09.00 **Strategic Journal Development: Caroline Black** (Mac Keith Press)

Ms Black, who has held some major publishing positions including most recently director of medical journals at Blackwell publishing, will describe the central editorial role both as regards existing journals and journal new to a company

10.15 Refreshment break

10.45 **Finance: David Inglis** (Training Consultant)

Mr. Inglis has managed major STM companies. In his presentation (calculator needed), he will concentrate on the budgets for individual journals while putting them in the context of general financial planning of a publishing organisation or company.

13.00 Lunch

14.00 **Content Management: Dr. Patrick Thibor** (Springer)

Dr. Thibor, who is director of process and content management, will provide an understanding of modern production processes including workflow and outsourcing in the wider context of the whole publishing business.

15.15 Refreshment Break

15.45 **Electronic Online Delivery Gary Coker** (MetaPress)

Mr. Coker will explain hosting of digital content and how the hosting function is linked through to both content origination and downstream marketing and sales.

17.00 **Work on Case Study**

19.30 **Dinner followed by further work on the Case Study**

## Wednesday, May 13

08.30 **Law and Licensing: Sue Joshua** (Wiley-Blackwell)

The presentation will discuss legal issues as applied to journal publishing including in particular but not confined to the challenges to copyright. She will give practical examples of the formation of contracts and touch on licensing and the exploitation of secondary rights.

09.45 Refreshment Break

10.15 **Marketing and Sales: Arthur Eger** (Elsevier) and **Yvonne Campfens** (Springer)

The presenters will deal with the marketing and selling not only of an individual journal but the wider digital library offered in particular to library consortia. They will briefly explain about other sources of income.

12.30 Lunch

13.30 **Work on Case Study for the rest of the day**

17.00 **Deadline for handing in corporate financials from case study to the course tutors.**

19.00 Dinner

22.00 **Deadline for handing over of complete case study proposal**

23.30 **Work on presentation completed**

## Thursday, May 14

09.30 **Presentation of case studies**

11.00 Refreshment Break

11-30 **Presentation of case studies**

12.30 Lunch

14.00 **Role of the Academic Librarian: Helmut Hartmann** (Karl-Franzens-University Graz)  
Mr. Hartmann will explain how academic librarians buy journals, their relationships with subscription agents, why and how they decide what to buy and the sort of problems librarians have with publishing in a changing environment

15.45 Break

16.15 **Leave for Heidelberg for visit to Springer Verlag**

**Presentations at Springer Verlag followed by a reception**

18.30 Leave for dinner in Heidelberg

## Friday, May 15

09.00 **Discussion and analysis of case study documentation and presentations:** the course tutors

10.45 Refreshment break

11.15 **Discussion and summing up of issues raised by the course:** the course tutors

12.30 **Presentations of certificates to course participants**

12.45 **Closure and lunch**