

24 July 2009

*Register by 23rd October 2009 for early bird discount!*

**STM Innovations Seminar**  
**STM Moving to Mobile - Everything on iPhones, smartphones and handhelds**  
**Friday 4th December 2009**  
London Marriott Hotel Kensington, London, UK

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**Comments about the 2008 Innovations Seminar**

'Brilliant to see publishing catching up with technology.'

'Stimulating, provocative, interesting, and relevant.'

'High quality, relevant speakers!'

**Why you should register**

The world has gone mobile. With the stunning uptake of iPhones, smartphones, and e-readers, from physicians to research scientists, the mobile world is capturing a significant share of STM space. Handhelds make it easy to consume information. They have also found their way into labs and medical environments registering and collecting data. And the internet makes it easy for notebooks and netbooks to share information ASAP. A new world is opening, where time and place have new meanings.

The 2009 STM Innovations Seminar will provide insight, analysis and examples of the new mobile applications as they emerge in science, medicine and engineering. Topics will include:

**Preliminary Programme**

**More Future in a Mobile World – Keynote**

**Mike Bracken**, Technology Director, *The Guardian News and Media*

In telecommunications and IT, the visionary thinking on everything being mobile is limitless. So many new opportunities are emerging for content providers, including STM publishers, to serve these infrastructure services. Bracken comes from outside STM and scholarly publishing, but is very much an insider in the world of mobile applications.

**Mobile Applications in STM – Plenary**

**Kent Anderson**, Executive Director, International Business & Product Development, *New England Journal of Medicine*

**Gerry Grenier**, Director, Publishing Technologies, IEEE

**Howard Ratner**, Chief Technology Officer, Executive Vice President, Nature Publishing Group  
Several innovative STM publishers have launched, or will soon launch, their first mobile applications. Come and find out what they do, their insights and business models. Learn more about resolving important business issues, including remote recognition of subscribers and other access issues.

**Unique Identifiers for Researchers – Parallel A**

**Dr. Niels Weertman**, Director Scopus, Elsevier

Unique identifiers of people are essential on a worldwide web that is becoming exceptionally interactive. How trustworthy is the source of my information and the people providing it? Simultaneously ID-systems for authors and researchers offer new means for knowledge discovery: who is working on what, and with whom? Find out all about the newest initiatives in this area.

### **Publishing Datasets – Parallel B**

The web is becoming data-rich and sharing data is less of a taboo among researchers. Since funding agencies are increasingly mandating research data to be open and available for sharing, data sharing will probably become the new convention. How can publishers best serve this trend? What new features can be offered to allow readers to play with the data, re-use it and compare it with their own findings and approaches? How to facilitate the availability of datasets and connect them with the published knowledge? Some real-life initiatives will offer you some of the most promising options.

### **Where suppliers are taking us in the mobile world – Closing Keynote**

Many publisher initiatives rely on what larger IT suppliers are offering in hardware, software and internet services. Think iPhone, think Amazon, think Microsoft, think Google. In this session a major supplier will share where new developments are going and what they are cooking.

Check our website [www.stm-assoc.org](http://www.stm-assoc.org) to find the earliest announcements on speakers.

The Innovations Programme Committee:

- **Gillian Howcroft** – Taylor and Francis
- **Gerry Grenier** – IEEE
- **Howard Ratner** – Nature Publishing Group
- **Toby Green** – OECD
- **Eefke Smit** - STM

## **REGISTRATION FORM**

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**For quick registration, register online**

[http://www.stm-assoc.org/event\\_register.php?event\\_id=19](http://www.stm-assoc.org/event_register.php?event_id=19)

Name \_\_\_\_\_

Business Title \_\_\_\_\_

Company/Institution \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### **Registration Fee**

Members: \_\_\_\_\_ €400 \_\_\_\_\_ €450 after 23 October 2009

Non-Members: \_\_\_\_\_ €600 \_\_\_\_\_ €675 after 23 October 2009

### **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 \*

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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.