

29 December 2008

**The intensive residential course for future senior managers in STM publishing**

**STM Master Class - Oxford  
Developing Strategic Business Skills**

14 - 17 September 2009  
Oxford, UK

---

***Comments from delegates in previous years***

'This was the best training course I have been on'  
'Excellent – gave me a whole lot of information and perspective on what turbulence publishers face and how we might approach it'  
'Speakers were compelling, stimulating and entertaining'

---

**Course Director:** Richard Balkwill, Course Director, STM Master Class, Associate Consultant in Publishing Studies, Oxford Brookes University

**General overview**

The STM Master Class has established itself as a benchmark of exciting and innovative teaching and learning in strategic business skills. The course attracts senior and influential speakers from within and outside STM industry whose ideas challenge the delegates to tackle today's key publishing issues – achieving innovation, tackling change, evaluating risk, licensing and acquiring intellectual property, managing relationships with key stakeholders, and enhancing brand values.

For the ninth consecutive year, The Master Class is again being held in Oxford. Every year feedback from the students has been positive and every year the committee of senior publishers, commit to adapting the course to the industry's constantly changing needs.

**Who is the course for?**

- Tomorrow's international senior managers in all STM publishing functions: marketing/sales, business development and editorial.
- Managers will have between three – five years' experience, including some responsibility for managing budgets, resources and staff.

**Benefits of participating in the course**

- More confidence in making strategic decisions
- Original and innovative ideas to manage change
- A radically different way of looking at the STM market
- Opportunities to network with high level people in our industry
- Greater willingness to review models and apply techniques from outside our industry
- Membership in a growing community of highly motivated and committed former delegate

**Some features of the course**

- An emphasis on thinking strategically, not on honing process skills
- A superb range of senior high-profile speakers
- Demanding group work with case studies that brings to life course themes and topics
- A clearer vision of who our partners and stakeholders are, and what they might want
- Contrasting points of view from stakeholders, customers and publishers

## REGISTRATION FORM

### STM Master Class – Oxford

14 - 17 September 2008

For quick registration, register online at STM Master Class Oxford

<http://www.stm-assoc.org/stm-events>

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

#### Registration Fee

##### **Early Bird discount before 30 July 2009**

**Member:** \_\_\_\_\_ €2400

**Non-Member:** \_\_\_\_\_ €3000

##### **After 30 July 2009**

\_\_\_\_\_ €3000

\_\_\_\_\_ €3600

*Registration fee includes accommodation*

**For member organizations registering 3 or more people, you are entitled to an additional €200 discount per registrant.**

#### 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 \*

Card No. \_\_\_\_\_ Expiration date \_\_\_\_\_

CVC (3 digits code from back of your credit card) \_\_\_\_\_

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.

**Registration form should be faxed to Sofie Peeters at +32 2 761 16 99**

Questions about the course should be directed to Jo Dinnage at [dinnage@stm-assoc.org](mailto:dinnage@stm-assoc.org)