

9 February 2010

3rd Intensive Course in Journal Publishing – Asia
**The premier course for middle and junior managers
in social science & STM publishing**

Sunday 28th February – Wednesday, 3rd March 2010
Executive Centre, Nanyang Technological University, Singapore

Course Director

Amanda Davis, Publishing Director, Professional and Life Sciences, Asia Pacific, Wiley-Blackwell, Melbourne

Course Tutor

Kevin Cohn, Director of Client Services, Atypon

Program

Sunday, February 28, 2010

- 12:00 Registration
12:30 Lunch
- 13:15 **Welcome and Introduction to the Course**
Amanda Davis
- 13:45 **Introduction to Case Study**
Amanda Davis
- 14:00 **Publishing Program - Strategic Development**
Neil Christensen, Medical Editorial Director, Wiley-Blackwell, Tokyo
- 15.15 Tea break
- 15:30 Break and Work on Case Study
- 17.00 Questions and Answers about Case Study
- 19:00 Evening meal - followed by work on case study

Monday, 1 March 2010

- 08:45 Questions and Answers about the Case Study
- 09:00 **Production methods in the electronic era –technologies and processes to consider**
Amanda Laverick, Chief Operating Officer, Charlesworth China

Kevin Cohn, Director of Client Services, Atypon, California

10:40 Tea Break

11:00 **Journal finance**
Amanda Davis

13:00 Lunch

14.00 Course Photograph

14:15 **Legal Framework – Copyright**
Scott V. Kissinger, Legal Director - Asia Pacific, Elsevier & LexisNexis,

15:15 **The view of the customer – Researchers**
Alex Chang, Professor, CEO and Medical Director, Johns Hopkins Singapore International Medical Centre
Victor Savage, Associate Professor, Dept of Geography, National University of Singapore

16:00 Break and Work on Case Study

18.30 Depart for Conference Dinner (meet at entrance of NTU Executive Centre)

19:00 **Conference Dinner**
Sponsored by World Scientific Publishing Company

Tuesday, 2 March 2010

08:30 Questions and Answers about the Case Study

09:00 **Sales and Licensing**
Maurice Kwong, Managing Director, Springer Asia, Hong Kong

10:30 Tea Break

11:00 **e-Marketing**
Joe Lam, Managing Director (South East Asia), Director of Marketing (Asia Pacific), Elsevier, Hong Kong

12:00 **The view of the customer – Libraries**
Lee Cheng Ean, Associate University Librarian, National University of Singapore Libraries, Singapore

13:00 Lunch

14.00 Case study work in groups

17:00 Case Study Results I – Groups submit corporate financials

19:00 Evening Meal

22:00 Case Study Results II – Groups submit their proposal

Wednesday, 3 March 2010

- 08:30 Case Study Results III – Presentations (3 groups)
- 10:30 Tea Break
- 11.00 Case Study Results III – Presentations (3 groups)
- 13:00 Lunch
- 14:00 Evaluation of Case Study Proposals and Presentations
Max Phua, Executive Director, World Scientific Publishing Company, Singapore
Kevin Cohn, Director of Client Services, Atypon, California
Joachim Engelland, Director of Education and Training, STM Association, Berlin
- 15:00 **Future of STM Publishing**
Michael Mabe, CEO, STM Association, Oxford
- 15:45 Presentation of Certificates
- 16:00 Tea and Close