

1 April 2010

Register by 11 April for early bird discount!

20th Intensive Course in Journal Publishing – Europe
The premier course for middle and junior managers in social science & STM Publishing

10 – 14 May 2010

Heathrow Windsor Marriott, UK

Course Description

For twenty years this course has held the premier place in publishing training. Feedback from 2009 registrants told us that we gave them what they wanted. For 2010 we are committed to providing more of the same, yet making the changes that yearly must be made to make sure that the constantly changing environment is taken into account.

Here are some of the comments:

'The course was excellent and extremely worthwhile'

'The course staff were exceptional, very friendly, welcoming and accomodating.'

'Thank you for a wonderful course'

Course Director: Joachim Engelland, STM

Course Tutor: Ian Borthwick, Woodhead Publishing

Monday 10th May

09:00 Registration starts

10:00 **Introduction to the course**

10:30 **The role and Future of the Journal** (Michael Mabe, CEO STM)

12:00 Lunch

13:30 **Publishing program - strategic development** (Caroline Black, MD Mac Keith Press)

15:00 Refreshment Break

15:30 **Finance – calculating journals, books and databases**

David Nicholson, Wiley

17:00 **Introduction to the case study, work on case study**

18:00 Q & A case study

19:00 Dinner, followed by case study work

Tuesday 11th May

08:30 Q&A Case Study

09:00 **Production - race for quality, speed and best price** (Pam Sutherland, Operations Director Journals – OUP)

10:30 Refreshment Break

11:00 **Sales and Licensing in academic and corporate markets** (Dagmar Laging, VP Sales – Springer)

12:30 Lunch

14:00 **The view of the customer I – Researcher**

15:30 Refreshment Break

16:00 **Beyond the journal – products, services and supplements**

Euan Adie, Nature Publishing Group

18:00 Dinner
19:00 case study work

Wednesday 12th May

08:30 Q&A Case Study
09:00 **Case Study Work**
11:00 **Metrics of performance – usage, citation, recommendation...** (Henk Moed, Elsevier)
12:30 Lunch
14:00 **Marketing** (Arthur Eger, Elsevier)
15:30 Refreshment Break
16:00 **The Legal Framework** (Sue Joshua, Wiley, Director of Legal Affairs)
18:00 Dinner
19:00 Work on Case Study
23:00 Deadline for handing in case study results I: "corporate finance"

Thursday 13th May

09:00 **The view of the customer II – Librarians** (Lorraine Estelle, JISC)
10:30 Refreshment Break
11:00 **Open Access – the range of business models** (Bettina Goerner, Springer)
12:30 Lunch
15:00 Deadline for handing in case study results II: "proposal"
16:00 visit to the British Library
19:00 Dinner

Friday 14th May

09:00 Presentations of case study results
12:00 Lunch
13:30 Evaluation of Case Study results
15:00 End

REGISTRATION FORM

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10 – 14 May 2010, Heathrow Windsor Marriott, UK

Register online: http://www.stm-assoc.org/event.php?event_id=51

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

Registration Fee

Early Bird registrants before 11 April 2010 _____

1 – 2 registrants - €1600 per registrant

3 – 5 registrants – €1400 per registrant _____

6 – 8 registrants – €1200 per registrant _____

9+ registrants please contact info@stm-assoc.org

€1800 per registrant after 11 April 2010 _____

The fee does not include accommodation. All meals and all tutorial costs are included.

Hotel Accommodations

STM has reserved rooms at a discounted price, so please book your accommodations at the [Heathrow Windsor Marriott Hotel](#) through the STM website.

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