

11 November 2010

**2<sup>nd</sup> Intensive Course in Journal Publishing – United States**  
**The premier course for middle and junior managers**  
**in STM & social science publishing**

November 15 – November 18, 2010

University of Maryland, Marriott Conference Center, Adelphi, Maryland

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**Course Director:** Kathey Alexander, Consultant in Professional & Scholarly Publishing

**STM Director of Education & Training:** Joachim Engelland

### Program

#### Monday, November 15

- 9:00am **Welcome and Introductions. Explanation of the Schedule and Program**  
(Companies, Case Studies, Proposals, and Presentations)
- 9:30am **Overview of the Journal Publishing Industry**  
**Michael Mabe**, Chief Executive Officer, International Association of STM Publishers
- 10:30am **The Journal 360°**  
**Kathleen Gaffney**, VP, Society Relations and Business Development, Wolters Kluwer Health  
The changing information landscape presents us with opportunities to transform the traditional scholarly journal. Our challenge is to understand and adapt to each market's unique interests while also expanding revenue opportunities. How will we as publishers transform to a new publishing paradigm? This session will explore alternative strategies for both society-owned and proprietary journals – electronically and in print.
- 11:30am **Writing the Proposal or Business Case and Making the Presentation**  
**Kathey Alexander**, Consultant in Professional & Scholarly Publishing  
Planning and coordination is crucial for responding to an RFP or presenting your business case to management (collecting information, developing the financials, and writing the proposal or business case). What your "audience" expects of your presentation.
- 12:30pm **Introduction of Case Studies, assignment of attendees into companies**
- 1:00pm Lunch, followed by group working sessions to review the Case Studies, brainstorm about their approach to the case, develop list of questions.
- 3:00pm **Journal P & Ls: The Essentials**  
**William Curtis**, Executive Vice President, Medicine, Biomedicine, Life Sciences, Springer  
The profit and loss statement is the essential document used to evaluate the financial health of a journal. Whether seeking to acquire a journal or improve the financial performance of an existing publication, understanding the components of the P&L is crucial. This presentation will explain the categories of expense and

income and demonstrate how to use the P&L to guide decision making and strategic planning.

5:00pm Q & A

6:00pm Dinner

### [Tuesday, November 16](#)

9:00am **The Evolving Electronic Journal**

**Ann Michael**, Delta Think

First there was the print journal. Then it went online. Now there are mobile journal sites and applications. In this session, we'll discuss how the electronic journal has evolved and what might come next. How might social networking, semantic enrichment, and mobile technologies influence the evolution of the electronic journal? What do these changes mean to publishers, authors, and, most important, consumers of journal content?

10:00am **Licensing and Consortia Sales**

**Jayne Marks**, Vice President and Editorial Director, Library Information Group, Sage Publications, Inc.

As journals have evolved from traditional print subscriptions to online, the underlying business model has undergone a huge shift. Individual journals are no longer the primary focus for many large publishers who sell the so-called "big deals". This can have a profound effect on an individual title particularly if it belongs to a society or association. This presentation will explore the ramifications of the move from print to online and the impacts this has on individual titles.

11:00am **The Value of Usage Statistics**

**Mayur Amin**, Senior Vice President, Research & Academic Relations, Elsevier

What we can learn from usage statistics (we all have lots of statistics, but what do we do with them)? How are they relevant to the various stakeholders (librarians, publishers, editor)? What are the limitations for collecting usage data?

12:00pm-3: 30pm Work on P & Ls and proposals; working lunch

3:30pm **"Other Revenue" – Products, Services and Supplements**

**Greg Giblin**, John Wiley & Sons and **Eileen Dolan**, Director of Market Development, John Wiley & Sons

Non-subscription revenue can make or break a journal's financial success. This session will cover the industry trends and resources that can help make non-subscription revenue a major contributor to your journal's P&L. The speakers will give an overview of the new ethical and regulatory environment and discuss numerous forms of ancillary revenue. This will include print and online advertising, reprints and e-prints, supplements, backfiles, rights, content aggregators, A&I services, translations, and other potential revenue streams.

4:30pm **Marketing**

**Brandon Nordin**, Vice President, Marketing, Sales & Web Development, American Chemical Society

What does marketing mean for today's journals: Marketing the individual journal, digital libraries, and individual articles. Marketing for authors. Marketing to drive usage. How to judge results.

5:30pm on Reception and Dinner at the American Institute of Physics

Morning

[Wednesday, November 17](#)

10:30am

Work on proposals and presentations

**e-My-i-tweet: The e-volution of the Production**

**Henry Krell**, Vice President, Production, Springer

Today a journal article is considered published only if it is accessible electronically, although for some the print version is nice to have. Also it has to be published quickly and contain all those e-xtras! This presentation will show how a production workflow was created and works not only to achieve these goals, but also how it allows for presenting content through new electronic channels not yet created. It's a combination of technology, psychology, and sweat!

11:30am

**Copyright and Ownership**

**Mark Seeley**, Senior Vice President and General Counsel, Elsevier

The presentation will include a refresher on "copyright essentials" describing what copyright is and what it covers (and what it does not); a discussion on major copyright controversies of the day including "open access", institutional repositories and funding agency activism; and other "ownership" issues including those involved in data, journal transfers, and subscription information.

12:30pm

Lunch

1:30pm

**Relationship Management**

**Paul Weislogel**, Executive Director, Medical Journals Strategy & Acquisition, Wolters Kluwer Health

The need to have multiple connections. Who are you regularly talking to (editor, managing editor, society officers)? Managing the Journal Editor (new editors with lots of ideas, out of gas editors, difficult editors). Managing expectations of the society. The editorial board; making the most of these meetings

2:30pm on

Work on proposal and presentations

6:00pm

Dinner available

Deadline for completed proposal or business plans delivered to faculty

[Thursday, November 18](#)

9:00am

Company Presentations

1:00om

Lunch

2:00pm

**PANEL DISCUSSION:** View from the "customers" perspective (librarian, researcher/writer, clinical/reader, society executive)

3:30pm

**Discussion and analysis of Proposals and Presentations**  
**Presentation of certificates to course participants**

4:30pm

**Adjourn**

## REGISTRATION FORM

### 2<sup>nd</sup> Intensive Course in Journal Publishing – U. S.

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Register online at [http://www.stm-assoc.org/event.php?event\\_id=54](http://www.stm-assoc.org/event.php?event_id=54)

Name \_\_\_\_\_

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

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

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

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

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

#### **Registration Fee**

\$2,250 per registrant

Registration fee includes course material but not accommodations. Book your room no later than October 18, 2010 for the special rate of \$159.00. **The Marriott Inn & Conference Center, University of Maryland University College.** STM Group Code pbjpbja is located on website. It is essential that delegates stay at the hotel because work will continue to late into the evening.

For more information on quantity discounts, please contact [info@stm-assoc.org](mailto:info@stm-assoc.org)

#### **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