

stm MASTER CLASS

Developing strategic business skills

“I can't imagine a better selection of speakers.” 2005 DELEGATE

“It's hard to make complicated things simple, but it's usually worth it.”

MARJORIE SCARDINO

The course has been designed with the support and input of directors and managers from these companies:

BMJ Publishing Group

CrossRef

Elsevier

Institute of Physics Publishing

John Wiley & Sons

Taylor & Francis

Wiley-Blackwell

OXFORD
BROOKES
UNIVERSITY

stm
INTERNATIONAL
ASSOCIATION OF
SCIENTIFIC,
TECHNICAL &
MEDICAL PUBLISHERS

OUTLINE PROGRAMME

Monday 17 September

- Midday* Registration
Afternoon Keynote introduction
Michael Mabe, *Chief Executive Officer, STM Association*
Richard Balkwill, *Course Director*
'Publishing in an age of uncertainty'
Martin Tanke, *Managing Director, Journal Publishing, Elsevier S&T*
Course quiz:
'So you think you know about STM publishing?'
Introduction to case study:
'What are the biggest threats to my company?'
Group work and feedback
Course photograph
Keynote speech and dinner
Guest speaker: Diana Garnham, *Chief Executive, The Science Council*

Tuesday 18 September

- Morning* 'Risk analysis and investment strategies'
Chris Blake, *Chairman, Earthscan*
'A strategic look at publishing: an outsider's view'
Rupert Sadler, *Director (Corporate Finance), J.P. Morgan Cazenove*
Afternoon Feedback from group work
'E-Metadata: publishers as key players in the STM world'
Jim McGinty, *Vice Chairman, Cambridge Information Group*
Evening Free to visit Oxford

Wednesday 19 September

- Morning* 'Managing the digital rights environment'
Dr Alicia Wise, *Chief Executive, Publishers Licensing Society*
Sue Joshua, *Director of Legal Affairs, John Wiley & Sons*
'Managing major change: a living strategy'
Angela Poulter, *Human Resource Director, John Wiley & Sons*
Dawn Bova, *Director of Human Resources, Wiley-Blackwell*
Afternoon Introduction to case study:
'Strategic issues facing STM publishers'
'Managing stakeholders'
Eric Massant, *Senior Director of Government Affairs, Reed Elsevier*
Tracey Browne, *Director, Sense About Science*
Evening Reception and dinner (*sponsored by Elsevier*)
Headington Hill Hall, Oxford Brookes University
Guest speakers:
Bahram Bekhradnia, *Director, Higher Education Policy Institute, Oxford*
Professor Janet Beer, *Vice-Chancellor, Oxford Brookes University*

Thursday 20 September

- Morning* 'Creating a new vision for an enterprise'
Hugh Look, *Senior Consultant, Rightscom*
Case study presentations:
'Strategic issues facing STM publishers'
Debate and discussion.
Lunchtime Master Class closes.

Strategic change management

Risk analysis and investment strategies

Managing stakeholders in our business

Succeeding in a turbulent environment

stm
MASTER CLASS

“This was the best course I have ever been on”

JOHN WILEY DELEGATE

“Great mixture of challenging information and debate”

2006 ELSEVIER DELEGATE

“Invaluable for commercial and society publishers alike”

INSTITUTE OF PHYSICS PUBLISHING DELEGATE

Register online at www.stm-processing.org
book before 30th June

stm MASTER CLASS

Booking your places

Register online at <http://www.stm-processing.org>

or copy the form and fax it to

Sofie Peeters at +31 70 314 09 40

**Register before 30 June 2007
to qualify for your Early Bird price!**

*Course numbers are strictly limited. Previous courses have been over-subscribed.
The course is residential. To gain maximum benefit from group work, bookings
will be accepted only from those planning to stay for the full course.*

Price for STM members: €2750 (non-members €3500)

Early Bird prices: €2400/€3000 (if booked by 30 June)
(includes accommodation, meals, documentation and social events).

Delegate name(s) and business title(s): _____

Booking conditions: payment for course places must be received in full at the time of registration. If you need to cancel a booking, you may do so in writing up to 60 days before the course with a full refund. For cancellations made in writing 60 to 30 days before the course, a 50% refund will be made. No phone or written cancellations will be accepted and no refunds will be made after that deadline, although delegate substitutions may be made at any time.

Person booking _____

Company _____

Address _____

Phone _____ Postcode _____

Fax _____

Email _____

I have read and accepted the above booking conditions.

Signed _____

Date _____

Method of payment

I enclose a cheque made payable to *International Association of STM Publishers*

Please charge my credit card for this amount € _____

Please charge my MASTERCARD VISA AMERICAN EXPRESS*

(*If using AMEX, please add an extra 4% to the amount to cover higher charges)

Card Number

3-digit security number on back of card Expiry date

Name of cardholder _____

Signature _____

Please note: STM and Oxford Brookes University reserve the right to change the content and order of the programme, and the speakers, if circumstances dictate.

If you have any questions or queries, please e-mail: info@stm-assoc.org

Turning change to strategic advantage...

The publishing industry continues to change radically in the way it works to serve the scientific community. Technological opportunities must now take their place alongside more pressing demands of creating and maintaining assets, resolving the question of ownership of intellectual property, and continuing to add value to the process of scholarly communication. The STM Master Class explores all the major issues in depth.

The main objective of the course is to help delegates develop their strategic business skills in relation to risk analysis and investment decisions, structuring and managing global businesses, building external relationships with stakeholders, understanding the impact of organisational culture on business performance, successful post-acquisition implementation, and understanding key drivers for change.

Course themes and topics...

In helping delegates to develop strategic business skills, the course will focus on these themes:

- **strategic change management**
redefining your business and strategy, planning for change, identifying drivers for and resistors to change
 - **investment strategies and risk analysis**
looking beyond the 'old economy' models, thinking innovatively, building services as well as products
 - **managing stakeholders**
identifying and working with the widening range of key people and organisations that impinge upon STM publishing, whether from a political, academic or business standpoint
 - **succeeding in a turbulent environment**
dealing with the human side of change, structuring for today and tomorrow, harnessing external influences and internal culture
- In addition to seminars, discussions, and group work, delegates will be able to network informally with high achievers from a range of STM publishers and organisations.

Who is the course for?

The STM Master Class is aimed at tomorrow's senior managers in all STM functions. Delegates are expected to be highly motivated and aspiring individuals, seeking to broaden and develop their understanding of the publishing business as a whole.

They will be aware of the main influences, opportunities and threats facing STM publishers, and be able to demonstrate an ability to introduce new and original solutions to various publishing scenarios.

Delegates will typically have three to five years' professional experience in one or more of the following functions:

- Business development
- Finance
- Information technology
- Production
- Editorial
- Human resources
- Marketing
- Sales and customer relations

INTENSIVE RESIDENTIAL COURSE FOR THE FUTURE SENIOR MANAGER IN STM PUBLISHING

“*Obsess about customers, not the competitors*”
JEFF BEZOS

Developing strategic business skills

Oxford Spires Four Pillars Hotel, Oxford

17–20 September
2007



Oxford Spires Four Pillars Hotel, Abingdon Road, Oxford, UK

Course director:

Richard Balkwill, Associate Consultant
Oxford International Centre
for Publishing Studies,
Oxford Brookes University

For quick registration, register online at <http://www.stm-processing.org>
book before 30th June for Early Bird discount!