# 2018 International Publishing Symposium
## Academic Publishing: Europe and China
### St Catherine’s College, Oxford

<table>
<thead>
<tr>
<th>12th April: 18.30 - 19.30</th>
<th>Welcome Reception and Networking</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.30 - 20.30</td>
<td>Delegate Welcome Banquet</td>
</tr>
</tbody>
</table>
| 20.30 | After Dinner Plenary: Scholarly Publishing in the Future  
Michiel Kolman, Senior Vice President, Elsevier; President, International Publishers’ Assoc. |

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<thead>
<tr>
<th>13th April: 9.00 - 9.15</th>
<th>Day 2: Opening Remarks and Welcome</th>
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</thead>
</table>
| 9.15 - 10.00 | Opening Plenary: Open-ness in Scholarly Publishing  
Sven Fund, Managing Director Verlagsgruppe Peter Lang & Director, Knowledge Unlatched |
| 10.00 - 11.00 | Panel #1  
Social Media and Marketing Innovation in Contemporary China and Europe  
**Panellists:**  
- Phill Jones, Director of Publishing Innovation, Digital Science Consultancy,  
- Xinyuan Wang, Author, Social Media in Industrial China,  
- Ella Chen, General Manager, Charlesworth China |
| 11.00 - 11.15 | Coffee Break and Exhibition |
| 11.15 - 12.30 | Panel #2  
From Desktop to Desktop: Delivering Content  
**Panellists:**  
- David Taylor, Senior Vice President of Content Acquisition International, Ingram  
- Bas Straub, CEO, Konvertus,  
- Mark Hester, Head of Sales, Ingenta CMS |
| 12.30 - 13.30 | Lunch and Exhibition |
Professor James Lee, Chair Professor of History and Sociology, Dean of School of Humanities and Social Science, Hong Kong University of Science and Technology |
| 14.15 - 15.00 | Panel #3  
The Changing Role of the Academic Author  
**Panellists:**  
- Lara Speicher, Publishing Manager, UCL Press,  
- Charlie Rapple, Co-founder, Kudos,  
- André Gaul, Co-founder, Paperhive |
| 15.00 - 15.15 | Coffee Break and Exhibition |
| 15.15 - 16.00 | Panel #4  
Searching and Discovering the Right Content  
**Panellists:**  
- Rachel Lammey: Head of Community Development, Crossref,  
- Hongzhong Zhou, Principal Product Architect, Baidu Search  
- Alice Meadows, ORCID |
| 16.00 - 16.45 | Closing Plenary: Chinese Publishing Today: An Overview  
Closing Remarks and End of Conference |