

*International Association of Scientific, Technical and Medical Publishers
Oxford Brookes University*

STM Master Class
‘Developing Strategic Business Skills’

Pembroke College, University of Oxford
Monday 18th – Thursday 21st September 2006

Course Director: **Richard Balkwill**
Associate Consultant in Publishing Studies, Oxford Brookes University

Programme

Monday 18 September

- 12.00 Registration
- 12.30 Lunch
- 13.45 **Keynote introduction**
Michael Mabe, Chief Executive, STM Association
Richard Balkwill, Course Director
- 14.00 **‘Navigating the turbulence of change’**
Martin Tanke, Managing Director, Journal Publishing, Elsevier S & T
- 15.00 Break
- 15.15 Course quiz: ‘So you think you know about STM Publishing?’
- 15.45 Introduction to case study
‘What are the biggest threats to my company?’
- 16.00 Group work on case study
- 16.30 Break
- 16.45 Groups feed back their findings
- 17.15 **Poker School**
Led by Chris Blake, Chairman, Earthscan
- 18.00 Break
- 18.30 Master Class photograph
- 19.15 **Dinner and keynote speech** in Hall
Guest speaker: Dr Evan Harris, Liberal Democrat Member of UK Parliament

Tuesday 19 September

- 09.00 **‘Risk analysis and investment strategies’**
Chris Blake, Chairman, Earthscan
- 10.45 Break
- 11.15 **‘A strategic look at publishing: an outsider’s view’**
Christopher Wheaton, European Media Analyst, RCM
(Allianz Global Investors)

- 12.15 Introduction to case study
‘Acquisition strategies and investment opportunities’
- 13.00 Lunch
- 14.00 Group work on case study
- 14.45 Groups feed back their responses to the case study
- 15.30 Break
- 16.00 **‘Managing merged businesses’**
Jim McGinty, Vice Chairman, Cambridge Information Group
- 17.00 Close
- Evening free: delegates are free to visit Oxford and make their own dinner arrangements.

Wednesday 20 September

- 09.00 **‘Managing the digital rights environment’**
Dr Alicia Wise, Chief Executive, Publishers Licensing Society
Sue Joshua, Director of Legal Affairs, John Wiley & Son
- 10.30 Break
- 10.50 **‘Succeeding in a turbulent environment: a living strategy’**
Dawn Bova, Director of Human Resources, Blackwell Publishing
Gareth Williams, Human Resources Director, Taylor & Francis Group
- 12.30 Introduction to group work and debate
‘Strategic issues facing STM publishers’
- 13.00 Lunch
- 14.00 **‘Structuring and managing global businesses’**
Dr Pieter Bolman, former Chief Executive, STM Association
Einar Fredriksson, Director, IOS Press
- 15.30 Groups work on issues for debate
- 17.30 Break
- 18.15 Coach leaves for Headington Hill Hall, Oxford Brookes University
- 18.30 **Visit and Reception:** Oxford Centre for International Publishing Studies,

School of Arts and Humanities, at the Richard Hamilton Building,
Headington Hill Hall campus.

- 19.15 Delegates move down to Headington Hill Hall to meeting the evening's guests
- 19.30 **Dinner** sponsored by Elsevier
- Guest speakers: Sir Muir Gray, Director of Clinical Knowledge, Process and Safety for the National Health Service
Professor Linda Fitzsimmons, Dean of the School of Arts and Humanities, Oxford Brookes University
- 22.00 Coach returns to Pembroke College

Thursday 21 September

- 09.00 **'Creating a new vision for an enterprise'**
Hugh Look, Senior Consultant, Rightscom
- 10.30 Break
- 10.45 **'Strategic issues facing STM publishers'**
Debate and discussion
- 12.15 Comments and feedback on final group work
- 12.30 Presentation of certificates
Course summary
- 13.00 Optional lunch
- 14.00 Course closes