

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
Evening 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

