Wednesday 10 September

1200-1400 Lunch and registration

1400-1415 Welcome address

1415-1515 **Keynote**
Innovation and its place in the changing scholarly communication landscape
Amy Brand, VP Academic & Research Relations, VP North America, Digital Science

For many academic publishers, innovation has been something that comes at them rather than something they themselves drive. But increasingly scholarly publishers are inventing and investing in creative new services, and finding new ways to support the research enterprise. In this talk Amy will focus on how innovation in publishing can benefit scholars and scholarship. Along the way, Amy will showcase some transformative technologies and collaborations that are improving the dissemination, discoverability, and networking of scholarly information, as well as the research process and research administration more broadly.

1515-1545 **Coffee/Networking break** *sponsored by Scope e-Knowledge Center*

1545-1715 **Plenary 1**
Customers as Competitors
Chair: Rick Anderson, Associate Dean for Scholarly Resources & Collections, Marriott Library, University of Utah

Digital publishing technology has lowered the barriers to entry, meaning increased competition. Many tech-savvy authors are considering self-publishing. Libraries are considering launching their own publishing operations. And what about the effect of repositories that are provided with full text final version papers and whose activities are aiming to deliberately shift usage from journal sites? This session will explore who is out to steal our lunch, what the issues are, and what scope there might be for cooperation and collaboration for the greater good.

How are university presses grappling with the challenges of Open Access and the impact on business models?
Tony Horova**,** Associate University Librarian, University of Ottowa
At the University of Ottawa, Canada, there is a close collaboration between the U Ottawa Press and the Library. In order to help the Press experiment with Open Access in an effective and innovative manner, the Library has agreed to provide funding for three books per year, over a three year period, to ensure that the selected books can be made openly available without any negative repercussions on the financial position of the Press. This is a significant experiment to determine the long-term sustainability of incorporating Open

Access into the business model of the Press. The Open Access strategy for frontlist and backlist titles will be described, as well as the outcomes to date

"The times they are a-changin'..."
Jill Taylor-Roe, Deputy Librarian, Newcastle University Library
There's no point burying your head in the sand and pretending it's not happening. A Canute-like stand is equally ill advised. If you want to survive and thrive in the new age of scholarly communication, be prepared to review longstanding practices and assumptions. Librarians have a unique perspective on the interests of academic and commercial stakeholders. We can help you navigate to a more open, transparent and cost effective world of scholarly communications, where the value each party brings is appropriately recognised and rewarded. We'd love to work with you, as collaborators, rather than competitors, and it's largely down to you which role we fulfil.

The potential impact of Open Access repositories and library scholarly publishing on 'traditional' publishing models
Graham Stone, Resource Manager, University of Huddersfield
This presentation will consider the potential impact of Open Access repositories and library scholarly publishing on 'traditional' publishing models. Stone will argue that the suggestion that repositories will deliberately shift use away from journal platforms is irrelevant, and that the increase in dissemination of research and citations far outweighs the potential drop in usage on a particular platform. He will also suggest that low-cost library scholarly publishing for books and monographs can co-exist alongside larger publications and in some cases could provide a supply of early career researchers who are better equipped to move up the publishing ladder.

1715-1800 **ALPSP Awards for Innovation in Publishing – the finalists**
Chair: David Sommer, Co-founder Kudos and Director, David Sommer Consulting
A lightning session to showcase this year's finalists before the winners are announced on Thursday evening.

1900-2200 **Welcome Reception and Buffet** *sponsored by the* **Copyright Clearance Center**

Thursday 11 September

0845-1000 **Plenary 2**
Cross-fertilization
Chair: Toby Green, Head of Publishing, OECD

Speakers: Charles Watkinson, Associate University Librarian for Publishing, University of Michigan Libraries, **Daniel Schiff**, Senior Vice President, Thieme, **David Smith**, Head of Product Solutions, The IET and **Jonathan Stead**, Head: Strategic Partnerships & Special Projects, South African Institute of International Affairs

What are the particular challenges facing NGOs, university presses, learned societies and

commercial publishers? How are these challenges being addressed and what can we learn from each other?

1000–1030 **Coffee/Networking break** *sponsored by Portland Customer Services*

1030–1200 **Parallel 1(a)**
Competing with the Corporates
Chair: Oliver Gadsby, Chief Executive, Rowman & Littlefield International

Speakers: Phill Jones, Head of Publisher Outreach, Digital Science, **David Maclean**, Managing Director, Packt Publishing, **Alison Shaw**, Director, Policy Press and **Tim Williams**, Managing Director, Edward Elgar Publishing

This session will explore the ways in which smaller publishers can compete effectively in a world dominated by large corporate players. **Phill Jones** will describe how Digital Science can support publishers in developing sophisticated presentation of data sets and other content, based on the company's understanding of the needs of researchers. **David Maclean** will describe the development of Packt publishing, a company which uses a highly refined SEO funnel to shape its list development and its marketing. **Alison Shaw** will talk of Policy Press's development within the University of Bristol, and describe the company's recent approaches in developing its list of books and journals, and the routes it has chosen for the delivery of digital formats and digital marketing. **Tim Williams** will talk from the perspective of a publisher, Edward Elgar, which has focused from the outset on the needs of a closely defined readership in Social Sciences and Law, and which has now extended its reach through content platforms and marketing technology. Chairing the session, **Oliver Gadsby** will also talk of the launch of Rowman & Littlefield International, backed by the US group, and with strong access to technology. The session will draw all of these threads and approaches together, in a lively debate about what it takes to succeed in a highly competitive global market

1030–1200 **Parallel 1(b)**
Metrics and More
Chair: Melinda Kenneway, Director, TBI Communications and Co-founder Kudos

What metrics are proving popular with researchers and are there discernable discipline preferences? How can publishers, of any size, ensure they are providing the best solutions for their authors?

Graham Woodward, Associate Marketing Director, Wiley-Blackwell

Taking a broader view of impact
Euan Adie, Founder, Altmetric
Technological change, recognition that the way we do science is changing and a desire from funders and governments to look at the broader impact of research has driven altmetrics forward very quickly over the past five years. I'll be talking about which new measures have found favour and why, and about who is using them in the real world.

Mike Taylor, Research Specialist – Elsevier Labs, Elsevier

1030-1200 **Parallel 1(c)**
More Mandates?
Chair: Andrew Stammer, Director CSIRO Publishing

The UK and the US governments have been vocal in letting everyone know their preferred routes to widening access to scholarly published content. But what is everyone else around the world doing and how might it affect you?

Open Access Development in China
Joyce Li, Associate Publisher, BioMed Central
China is now a major contributor in scientific research output. The number of Open Access articles authored by Chinese researchers has also been increasing steadily. In May this year the Chinese Academy of Sciences (CAS) and the National Natural Science Foundation of China (NSFC) announced new open access policies, which is regarded as a milestone in China's OA development. This presentation gives an overview of institutional and funder open access mandates in China and the current status of Open Access journals in China.

Open Access mandates in Latin America
Gemma Hersh, Policy Director, Elsevier
This presentation will provide an overview of Mexico's recent Open Access law, and the way in which OA is being approached in a number of Latin American countries

Open Access mandates in Australia and New Zealand
Paula Callan, Technology, Information & Learning Support, Queensland University of Technology
While Australia and New Zealand's world share of research papers is relatively small, it still amounted to over 60,000 published papers in 2013. Open Access is seen as a strategy for increasing the impact of the region's research publications – and it appears to be working. According to the "Research & Innovation Performance of the G20" published by Thomson Reuters in March 2014, the citation impact of Australian research articles has risen from 13% to 28% above the world average since 2003. This presentation gives an overview institutional and funder open access mandates in Australia and New Zealand. It describes the specific requirements, obligations and choices facing funded researchers and their institutions.

1200-1230 **ALPSP Annual General Meeting** (Members only)

1200-1400 Lunch

1400-1530 **Parallel 2(a)**
Making a MINT from BRICKS
Chair: Stephen Hawthorne, Executive Director, Sales, Marketing and Strategic Partnerships, Royal Society of Chemistry

Brazil, Russia, India, China, (South) Korea, and South Africa – the acronym keeps expanding. Now we have MINT countries, Mexico, Indonesia, Nigeria and Turkey. How do you identify

the new markets that are emerging, their relevance to your business and how to get involved?

Andrew Nightingale, Head of Business Development & Intelligence, Royal Society of Chemistry

Doing business in emerging markets – navigating your way to commercial success
Shariq Mumtaz, Managing Director – Eastern Hemisphere, Emerald Group Publishing
With emerging markets increasingly viewed as a source of consumer demand and not just low-cost production hubs, their impact on the future global economy has magnified. Today, 'BRICS' and other emerging economies represent significant opportunities for business growth. The prospects are great, but finding your way to commercial success needs to be approached with consideration. In this presentation, Shariq Mumtaz, highlights some of the opportunities and challenges presented by doing business in emerging markets. He also offers personal insight into how best to build credibility, maintain integrity and gain competitive advantage in regions where cultural, political and legal standards often differ.

UKTI – Global reach, Local insight
Martin Keepfer, Trade Team Manager (West), UK Trade & Investment
An introduction to the work and services of UK Trade and Investment – UKTI – With professional advisers both within the UK and across more than 100 international markets, UK Trade and Investment is the Government Department that helps UK-based companies succeed in the global economy and assists overseas companies to bring their high-quality investment to the UK.

1400-1530 **Parallel 2(b)**
Cracking the Discovery Code
Chair: Karen Hawkins, Senior Director, Product Design, IEEE

An alternative perspective of discovery services. What effect are they having on content usage at the publisher site and is it the effect that you would expect? What are the common pitfalls and how can you address them? Publishers, librarians and discovery service providers discuss.

Designing discovery services to maximize usage of publisher content
Oliver Pesch, Chief Product Strategist, EBSCO Information Services
For most users of discovery services, success is determined by their ability to find relevant content and gain immediate access to that content. In this respect, publishers, users and their discovery partners share a common goal – getting users to the information they need. Publishers expect their articles and corresponding links to the original content to be presented in search results with the only bias being the relevance of the content compared to the user's query. Users expect one-click access to the content and publishers should expect the same. In this session we will: talk about the role of the relevance algorithm in ensuring user is presented with the right content; review linking technologies that remove obstacles that often prevent users from getting to the full text; offer some suggestions on working with discovery system partners to maximize results for a publisher's content; and,

we will examine what a publisher should expect from their discovery partner to allow them to monitor how their content is doing.

Martha Sedgwick, Executive Director of Product Innovation, SAGE Publications

1400-1530 **Parallel 2(c)**
Industry Updates
Chair: Louise Russell, Director, Tutton Russell Consulting Ltd

A look at the new services on the block - what will work for you? This session will provide brief updates on a number of topical industry products and initiatives.

Publons - speeding up science through the power of peer review
Andrew Preston, Co-founder, Publons
Peer review is one of the pillars of academic publishing. Good peer review can significantly improve the quality of a published manuscript. However, reviewers get very little credit for their contributions and neither do publishers. The net result is a review process takes too long, typically con suing the majority of the time required to publish a paper. In this talk Andrew will demonstrate how Publons speeds up peer review by partnering with reviewers and publishers to turn peer review into a measurable research output.

CrossRef's new text and data mining services
Rachael Lammey, Product Manager, CrossRef
Increasingly, researchers need access to full text content for data mining and analysis. Historically, obtaining permission and access for mining purposes has been time-consuming. CrossRef Text and Data Mining Services, launched in May 2014, provide a consistent way for researchers to comply with publisher rules while getting access to the material they need in a timely and efficient way. The result? The transaction costs of text and data mining become less of a hurdle, and publishers and researchers spend less time making access arrangements and more time publishing and researching. This session will cover the main aspects the CrossRef service, what publishers can do to participate and how researchers can make use of the CrossRef Application Programming Interface (API) to review the relevant licenses and access content identified by the CrossRef DOIs of participating publishers.

CC BY 4.0
Pam Fisher, UK Project Coordinator, Creative Commons

Disruption, innovation and a path forward
Bill O'Brien, Director Business Development, Copyright Clearance Center
As governments and private funders worldwide have introduced or strengthened mandates that require published findings of any research they have funded to be freely available, the business of scholarly publishing - for journal articles and for books - has undergone great convulsions. Open Access (OA) mandates and policies have put tremendous strain on existing systems and mechanisms for the collection and management of Article Processing Charges (APCs) and other publication-related fees, as well as compliance and taxes.Copyright Clearance Center recognized the need in this dynamic marketplace for a

robust platform to meet the current and future needs of all stakeholders. In June 2014, we launched RightsLink for Open Access. This "next generation" solution is integrated seamlessly into publishing workflow using standard API's. RightsLink for OA further leverages existing metadata to drive a powerful rules and pricing engine while presenting authors with an elegant user interface.

1530-1600 **Coffee/Networking break** *sponsored by EBSCO*

1600-1730 **Plenary 3**
Who's Afraid of Big Data?
Chair: Fiona Murphy, Publisher – Earth and Environmental Sciences, Wiley

What does Big Data actually mean for societies and publishers in practice? How are publishers expected to engage with Big Data, beyond authors depositing the data and publishers linking to it? What are the benefits and the pitfalls and what does it all mean for your day-to-day workflow?

David Kavanagh, Managing Director, Scrazzl

Eric T. Meyer, Senior Research Fellow & Associate Professor, University of Oxford

If everything is a database, what Is the "T" in "SWOT"?
Paul F. Uhlir, Director – Board on Research & Information, National Academy of Sciences
"Big data" are not just quantitatively different from smaller data sets; they have characteristics that are also qualitatively different and that raise new science policy issues that need to be identified and resolved. These evolving changes affect both the public and the private sectors, and all research disciplines, albeit in different ways. The new problems may be resolved at the "soft law" policy level, or require more formal changes in national legislation and regulation, or even possibly be considered as elements of international treaties. This presentation is limited to the first step—the identification of those issues that will likely require their resolution through new or augmented approaches. More specifically, I will focus on the "Threats" posed by "big data"—ranging from the pervasively annoying to the potentially existential—that may be identified in a "SWOT" analysis.

1800-2300 **Drinks Reception & Conference Dinner** (sit down at 1900) *sponsored by Semantico*

The dinner will be followed by the presentation of the **ALPSP Awards for Innovation in Publishing** *sponsored by Publishing Technology* and the **ALPSP Quiz**

Friday 12 September

0900-1030 **Plenary 4**
Welcoming the Robots
Chair: Mark Bide, Chairman, Publishers Licensing Society

Text and data mining is the next 'big thing' in scholarly research and communication.

Publishers are repeatedly told that they are a barrier to 'huge demand' for mining, but the demand publishers are experiencing is small. How is legislation around the world impacting on scholarly publishers and how can publishers, whatever their size, adhere to the new legislation?

Enhancing scientific research – a commercial view on text and data mining from the Pharmaceutical industry

Andrew Clark, Associate Director Global Information and Competitive Intelligence Services, UCB

Text mining is growing rapidly as an activity for analysing large volumes of unstructured textual documents providing opportunity to support innovation and the development of new knowledge. With exponentially increasing volumes of information those responsible for maintaining awareness of developments in a given area of expertise face the problem of overlooking critical data. What does this mean for the commercial sector? This session will take an industry view from a Pharmaceutical perspective, looking at the challenges and opportunities and thinking about the role of the next generation robot. What role can content providers play in this innovative journey?

Lars Juhl Jensen, University of Copenhagen

1030–1100 Coffee/Networking break

1100–1230 **Plenary 5**
Open Access: the daily challenge (new customers, processes and relationships)
Chair: Wim van der Stelt, Executive Vice President of Business Development, Springer

Starting an open access product requires a very different approach to product development. But the change doesn't stop there! The new business model changes the publication chain fundamentally. The focus on the author strengthens the need for real author services, not just in systems but even more in marketing, customer service and the other departments involved. The success of a product is not only defined by the readership; the funders, the authors and the policy makers will all assess the value of the offering. Those who have done it tell us how: from setting up a product, to the day to day processes and relationships needed to make that product work for the customer.

Launching *Open Biology* – what did we learn?
Phil Hurst, Publisher, The Royal Society
Open Biology was the Royal Society's first fully open access journal. The speaker will use the experience of launching the journal to illustrate how it differed from previous launches. What was different? What was the same? What lessons have we learnt?

Alex Christoforou, Head of Customer Services & Membership, BioMed Central

Jackie Jones, Wiley

1230–1400 Lunch and Conference Close