

FORM FOLLOWS FUNCTION: LETTING USERS DESIGN THE NEW ARCHITECTURE

The new architecture of scholarly publishing is a work in progress—its design is being shaped every day. The form it takes will not be limited by the materials, practices, and technology of the past but by the evolving expectations of the present and future creators and users of content. They will increasingly be the driving force behind how content is organized, accessed, and distributed. The demands of an interactive community of authors, readers, subscribers, and researchers who interact within the new environment will have a large influence on how it looks and feels. Publishers will contribute to the emerging form of a new architecture if they listen to the members of this community and respond to the changing function of content and information. The sessions at this seminar will provide insights about emerging peer review models, disintermediation of the scholarly supply chain, the promise of semantic web, shifting business models, and the role of apps and eBooks in scholarly publishing.

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FORM FOLLOWS FUNCTION:
LETTING USERS DESIGN THE NEW ARCHITECTURE
ALLEN PRESS EMERGING TRENDS IN SCHOLARLY PUBLISHING™ SEMINAR

SESSION INFORMATION

SESSION 1: PERSPECTIVES: RETHINKING THE STRUCTURE OF PEER REVIEW

Sight lines and building scale vary with the position of the observer. Depending on the perspective, the foundation of peer review may seem structurally sound or straining. Do we need to rethink our concept of the process? This session will explore the issue from different angles. Advocates of alternatives to the current process will discuss how incentivized, transparent, and open post-publication peer review break with tradition and offer possible solutions.

SESSION 2: ROUND TABLE DISCUSSIONS

Choose from one of twelve topics in each of two 25-minute discussion periods.

Each table will be labeled with the topic for that period and moderated by a publishing industry professional.

> KEYNOTE ADDRESS

SESSION 3: MINIMALISM: DISINTERMEDIATION OF LIBRARIES AND PUBLISHERS

Joseph J. Esposito, President, Portable CEO

The halls and gateways that have historically housed or provided access to content are being transformed by technological developments and an abundance of distribution channels. As direct-to-consumer models are redefining the connection between authors and readers, the role of publishers and libraries as intermediaries is changing. Are subscribers and consumers merely asking for more open windows and fewer walls, or are traditional models being entirely deconstructed? Discover why publishers and libraries need to reinvent themselves, what adjustments need to be made, and what some are already doing to innovate and thrive.

SESSION 4: CONTEXTUAL DESIGN: THE DYNAMIC POSSIBILITIES OF SEMANTIC ENRICHMENT

In a well-designed building, all of the materials work together, and the meaning of the separate components is crucial to the overall composition. For the semantic web, the machine-readable meaning and context of data are the components that inform the whole. This allows data to be connected, discovered, used, indexed, and repurposed in exciting new ways. What are the real-world implications for scientific content? This session will demystify the technical talk and get down to the basics of what semantic technology really means, what it can do for publishers, how they can get started, and why they need to embrace it to survive.

SESSION 5: ACHIEVING BALANCE: BUILDING REVENUE MODELS FOR THE FUTURE

If the basic elements of a design are out of balance and can no longer handle the projected stress load, it's time to go back to the drawing board and rework the model. External forces are causing old revenue models to become outdated. Engineering for shifts in consumer behavior and rapid developments in technology can turn these challenges into opportunities. Listen to industry experts share ideas about the generation of new revenue sources in the areas of mobile sites, DRM, content monetization, patron-driven acquisition, pay-per-view, content licensing, ads versus subscriptions, and emerging markets.

GENERAL INFORMATION

REGISTRATION FEE:

\$165.00 per person on or before March 31, 2011. \$195.00 after March 31, 2011.

The registration fee includes all program materials, breakfast, and lunch.

To Register: Go to <http://allenpress.com/events/2011seminar> and complete the online registration form, or you may print and complete the registration form, and return it with payment.

REFUND/CANCELLATION:

We encourage you to send a qualified substitute if you cannot attend.

If written notice of cancellation is received on or before April 8, 2011, payment will be refunded, less a \$35.00 processing fee. No refunds will be issued for cancellations after April 8, 2011.

Deadline for preregistration is April 6, 2011.

SESSION 6: ARCHETYPES: A PRACTICAL LOOK AT APPS AND EBOOKS IN SCHOLARLY PUBLISHING

Examples of iconic architecture often share common characteristics, expressing the culture of their time and stretching its technological limits. Apps and eBooks are transforming the look of publishing in commercial markets—but how much are they being adopted and used for scientific literature and the dissemination of research? These new technologies are more than just a new channel for content. They offer a new way to experience and use scholarly research. A developer will demonstrate examples of successful and innovative apps that have been created for scholarly publishing. This will be followed by a case study from a publisher who will describe in practical terms what developing an app strategy has meant for branding and the bottom line.



KEYNOTE SPEAKER

Joseph J. Esposito is an independent management consultant, the “portable CEO,” providing strategic advice, operating analysis, and interim management in the area of digital media to both publishing and software companies. His clients are equally divided between the for-profit and not-for-profit sectors. Over the course of his career, Joe has worked for a number of companies, including positions as CEO of Encyclopaedia Britannica, Tribal Voice, and SRI Consulting, all of which he led to successful exits. He writes extensively on digital media and has been awarded research grants from the Hewlett, MacArthur, and Mellon Foundations.

VENUE INFORMATION

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Located downtown just 1.5 blocks from the Washington DC Convention Center, the Embassy Suites Washington DC—Convention Center hotel is northeast of the White House just off New York Avenue. The Embassy Suites is accessible from Ronald Reagan Washington National Airport (DCA) and Washington Dulles International Airport (IAD) just 4½ blocks northeast of Metro Center Station.

A block of rooms has been reserved for our attendees at the Embassy Suites. Be sure to mention that you are with the “Allen Press Seminar” in order to receive the discounted rate. This special rate is guaranteed only through March 18, 2011, so be sure to make your reservation soon!