

Serials Resource Management for the 21st Century: An Introduction

Wednesday 4 October 2006: London

A one-day seminar for those involved in the day-to-day handling of serials

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Designed particularly for staff who are new to working with serials, whether from a publisher, an intermediary or a library, this seminar may also be of interest to those looking to consolidate and update their serials knowledge. The UKSG is able to call on the extensive experience of its members in sourcing expert speakers from the various sectors of the serials industry to present a practical overview of all aspects of serials management.

The emphasis is on developing a sound basic understanding of the details of serials handling in order to promote efficient and informed working practices. A wide range of day-to-day issues will be covered, with time devoted to recognising and resolving the problems that can arise at the boundaries between publishers, agents and libraries. The seminar will also consider all aspects of linking between journals.

Delegates will be able to air and exchange views in the afternoon breakout session.

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Programme

- 10.00 Registration and coffee
- 10.20 Welcome and introduction by the Chair and UKSG representative
Michael Davis, *Business Development Manager, The British Library*
- 10.30 **Managing serials in the electronic world**
Kate Price, *E-Strategy & Resources Manager, University of Surrey*
will describe the importance of serials, and how they are purchased, promoted and managed in an increasingly electronic world
- 11.15 **The business of journal publishing**
Emily Gillingham, *Library Marketing and Communications Manager, Blackwell Publishing*
will review the key processes within commercial journal publishing, including editorial and marketing, peer review, pricing, licensing and delivering electronically
- 12.00 Break
- 12.10 **The role of the intermediary**
Jane Wright, *Business Development Manager, Swets Information Services*
will consider the pivotal role of the traditional subscription agent and the growing range of electronic access services offered
- 12.55 Questions and summary of the morning session
- 13.00 Lunch
- 13.45 **Getting technical - linking**
Ross MacIntyre, *MIMAS Service Manager, The University of Manchester*
will explain the technology underpinning various types of linking, including DOI/CrossRef and OpenURL, and other journal-related initiatives
- 14.30 **Breakout session** introduced by the Chair
Groups will be presented with a number of scenarios to consider and discuss
- 15.15 Evaluation forms and reporting back from the group discussions
- 15.30 Final summing up of the day and close of seminar

UK Serials Group SEMINAR

www.uksg.org



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Are you new to serials? Do you have staff starting work that involves serials? Does your training programme lack a comprehensive introduction to serials and their management? Does getting started with e-journals scare you?

If your answer is 'Yes' to any of these, then the UKSG's one-day seminar on serials resource management will provide expert and fully focused coverage of the fundamental issues.

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Wednesday 4 October 2006

Royal College of Obstetricians and Gynaecologists, London

Fee

UKSG members	£90.00 + £15.75 VAT (total £105.75)
Non-members	£115.00 + £20.13 VAT (total £135.13)

The fee includes refreshments and lunch.

Venue

Royal College of Obstetricians and Gynaecologists (Collegiate Suite)
27 Sussex Place
Regent's Park
London
NW1 4RG

Tel.: 020 7772 6200

Location details will be sent with confirmation of booking.

Cancellations

By 26 September 2006	Full refund
From 27 September 2006	No refund

Bookings

Please book via the UKSG website – www.uksg.org – or contact:

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