UK Serials Group

www.uksg.org

** in conjunction with **

COUNTER

Counting Online Usage of NeTworked Electronic Resources

UK
SG
UNITED KINGDOM
SERIALS GROUP

www.projectcounter.org

present a

Usage Statistics Training Seminar

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This one-day training seminar, one of a series organised by UKSG and Project COUNTER, will give a practical hands-on introduction to accessing, collating, utilising, presenting, and marketing e-resource usage statistics, both COUNTER-compliant and otherwise. The latest news on COUNTER activities will also be presented, and experts from different sectors will provide their perspectives on the role and importance of usage statistics. Future developments in the provision and exploitation of use measurement statistics will also be covered.

Please note: In order to allow participants hands-on experience at this training seminar attendance will be limited to 30. However, more training seminars on this topic are being planned for 2007.

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Thursday 30 November 2006

University of Oxford

Fee

UKSG or COUNTER members	£125.00 + £21.88 VAT (total £146.88)
Non-members	£175.00 + £30.63 VAT (total £205.63)

The fee includes refreshments and lunch.

Venue

Isis, Thames Suite
Oxford University Computing Services
13 Banbury Road
Oxford
OX2 6NN   Tel.: 01865 273200

Location details will be sent with confirmation of booking.

Cancellations

By 23 November 2006	Full refund
From 24 November 2006	No refund

Bookings

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

Karen Sadler, UKSG Administrator, 15a Stile Road, Headington, Oxford OX3 8AG UK
Tel.: +44 (0)1865 744279   Fax: +44 (0)1865 742164   E-mail: karen@uksg.org

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Those attending are invited to consult the Project COUNTER website (www.projectcounter.org) in advance, although the COUNTER Codes, etc. will be fully covered during the seminar.

Please note: In order to get most benefit from the hands-on session, participants should have a **basic working knowledge of Excel**: advanced knowledge is not required.

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PROGRAMME

10.00   Registration and coffee

10.30   Welcome and introduction by the Chair
        Peter Shepherd, Project Director, COUNTER

10.40   **Project COUNTER – background, Codes of Practice, current activities, future developments**
        Peter Shepherd, Project Director, COUNTER

11.25   **A publisher's perspective on COUNTER**
        Marthyn Borghuis, Senior Manager – Usage Research, Elsevier

12.05   **Experiences on the ground: usage statistics as a practical tool in the library**
        Jill Taylor-Roe, Head of Liaison & Academic Services, University of Newcastle

12.45   Lunch

13.45   **Hands-on session**
        Cliff Spencer, Project Officer, University of Newcastle
        Jill Taylor-Roe, Head of Liaison & Academic Services, University of Newcastle

15.30   Tea

16.00   **What will you do now? Outcomes to take back to base**
        A summary and some challenges from the Chair

16.30   Close of seminar