Training and Events 2020

Discounts for ALPSP members
• Reduced member pricing for all events
• Further early bird rates available for members booking three months in advance

Sign up to receive The Alert, Policy Bulletin and Learned Publishing (members only) and our monthly Events and Training Bulletin at: www.alpsp.org/Mailing-List

For full course details and to book, please get in touch.
melissa.marshall@alpsp.org
+44 (0)1622 871035

www.alpsp.org

@alsp

Face-to-face courses

Publication Ethics: Fraud and Plagiarism
Thursday 6 February
Interactive course designed to provide an awareness of the main ethical issues plus policies and practices to promote ethical publishing. Delegates will gain the confidence to prevent, detect and deal with misconduct.
Level 2

Journal Development 1: Practical plans for improving journal success
Thursday 13 February
 Aimed at all those responsible for managing and developing one or more journals, this hands-on course allows delegates to undertake realistic exercises to familiarize themselves with methods of evaluating their current journal or portfolio together with ideas on introducing changes.
Level 2

Creating an Inclusive Culture
Wednesday 4 March
Focused on actions not rhetoric, this practical course provides the ideal training to equip managers and leaders to promote diversity and inclusion in their workplace. Delegates will receive clear guidance on the legal obligations in this area, together with the tools and frameworks to drive this initiative forward.
Level 2-3

Introduction to Journals Publishing
Wednesday 22 April
An essential introductory course covering the core aspects of journals publishing for those at the beginning of their career, or new to their current role. It provides delegates with a solid foundation and the confidence to discuss and engage with key issues across their own and related functions. Case studies and small group exercises will allow participants to explore the ideas presented and network with their peers.
Level 1

Licensing your Content
Wednesday 20 May
Provides an overview of why licensing is needed, how it works in practice, and the key issues to consider when negotiating and agreeing licenses. The course aims to give delegates a full understanding of license arrangements available, and practical guidance in how to manage them. It also reviews current issues in author licensing, particularly open access and Creative Commons, and discusses recent market trends that may impact licensing activity.
Level 2

Fundamentals of Finance for Publishers
Wednesday 3 June
An essential and in-depth look at finances with an overview of profitability, revenue streams and expenses covered. The course also examines emerging industry trends such as open access and the impact on journals financial management. It is specifically for non-finance budget holders new to budget management or those looking to take on responsibility for finance in publishing.
Level 2

Understanding Copyright
Wednesday 17 June
The course provides a great introduction to copyright law and how it is used in practice. Delegates will gain an understanding of the legal publishing landscape and be able to make sense of their organization’s contracts.
Level 2

Managing and Influencing your Editorial Board
Tuesday 5 May
A well-regarded course which is a must for editors, publishers and editorial board members. It sets out the essential practical skills required to ensure you have the effective strategies to make your meetings highly successful, where everyone contributes, and decisions are reached.
Level 2

Project Management for Publishing
Wednesday 13 May
This course will give those managing projects a template and many supporting tools that can be applied to all projects, large or small, to help ensure successful outcomes.
Level 2

Acquiring and Selling Publishing Assets
Wednesday 8 July
A workshop examining the issues, decisions and legal processes involved in the acquisition and sale of publishing assets which demonstrates how to achieve these as successfully and smoothly as possible. It will focus on asset sales and purchases but will also touch upon the considerations involved in buying or selling a company.
Level 3

Growing Successful Open Access Journals
Wednesday-9 September
The course, relevant to all areas of journals publishing, explores the complexities and unique challenges of running an open access journal or journals programme. It covers different business models, finances, operations, and sales and marketing and considers likely future development in this area.
Level 2-3

Introduction to Sales Management in Scholarly Publishing Selling to libraries, academics and institutions
Wednesday 23 September
A practical course which will accelerate the learning of sales managers aiming to build a revenue stream and customer base. Covering how to access market potential, the development of successful sales strategies and cultivating key relationships, delegates will come away with a wealth of actionable skills and knowledge.
Level 1

Commissioning Content: Working effectively with authors and editors
Wednesday 30 September
The course takes delegates step-by-step through the commissioning process and considers ways in which to develop and manage a commercially successful academic journal and book programme.
Level 2

An Introduction to Agile Project Management for Publishing
Wednesday 21 October
Attend this course and explore how Agile techniques can be used successfully in publishing. Managers and team members involved in product delivery will all benefit from the knowledge, practical exercises and case studies offered.
Level 2

Advanced Journal Development: Strategic development for journal managers
Wednesday 11 November
An excellent course for editors who want to take on a more strategic role in managing their journal list. Delegates will explore longer-term planning for developing their organization’s journals – including plans and proposals to develop existing titles, acquisitions and launches.
Level 2-3

Online courses

Journal Metric Analysis and Measuring Impact
Wednesday 1 & 8 July
An Introduction to Agile
Wednesday 22 April
This course explains the different ways publishers can measure impact and the associated metrics together with various author and article level metrics such as Impact Factor, altmetric data and h-index.
Level 2

Advanced Journal Development: Strategic development for journal managers
Wednesday 11 November
An excellent course for editors who want to take on a more strategic role in managing their journal list. Delegates will explore longer-term planning for developing their organization’s journals – including plans and proposals to develop existing titles, acquisitions and launches.
Level 2-3

Understanding Copyright
Wednesday 11 November
Provides a great introduction to copyright law and how it is used in practice. Delegates will gain an understanding of the legal publishing landscape and be able to make sense of their organization’s contracts.
Level 1

For details of course levels, please visit: www.alpsp.org/training

Key to course categories: General Editorial Sales and Marketing Business and Finance Legal

Onlines courses
We’ve converged some of our courses so that members worldwide can access this training online. All online courses include:
• Interactive, live online workshops
• Comprehensive course pack
• Pre-course questionnaire, post course quiz
• 48 hour email follow up
• Certificate on completion of all elements.
Develop the skills for success with ALPSP in 2020

ALPSP helps keep you updated on the skills and knowledge required to be successful in scholarly publishing.

A comprehensive range of formats is available: face-to-face courses, online training, seminars, webinars, in-house training, and conferences. We will also be organizing regular networking events throughout the year. Please keep an eye on our website for details.

Membership is organizational - find out if you are already a member or how to join at: www.alpsp.org/How-to-Join

---

<table>
<thead>
<tr>
<th>Event</th>
<th>Type</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publication Ethics: Fraud and misconduct</td>
<td>Training</td>
<td>6 February</td>
<td>London</td>
</tr>
<tr>
<td>Creating an Inclusive Culture</td>
<td>Training</td>
<td>4 March</td>
<td>London</td>
</tr>
<tr>
<td>University Press Redux Conference</td>
<td>Conference</td>
<td>17-18 March</td>
<td>Cambridge</td>
</tr>
<tr>
<td>Introduction to People Management in Publishing</td>
<td>Training</td>
<td>25 March</td>
<td>London</td>
</tr>
<tr>
<td>Introduction to Journals Publishing</td>
<td>Training</td>
<td>22 April</td>
<td>London</td>
</tr>
<tr>
<td>Introduction to Journals Marketing</td>
<td>Training</td>
<td>30 April</td>
<td>London</td>
</tr>
<tr>
<td>Managing and Influencing your Editorial Board</td>
<td>Training</td>
<td>5 May</td>
<td>London</td>
</tr>
<tr>
<td>Project Management for Publishing</td>
<td>Training</td>
<td>13 May</td>
<td>London</td>
</tr>
<tr>
<td>Licensing your Content</td>
<td>Training</td>
<td>20 May</td>
<td>London</td>
</tr>
<tr>
<td>Fundamentals of Finance for Publishers</td>
<td>Training</td>
<td>3 June</td>
<td>London</td>
</tr>
<tr>
<td>Understanding Copyright</td>
<td>Training</td>
<td>17 June</td>
<td>London</td>
</tr>
<tr>
<td>Effective Social Media for Scholarly Publishers</td>
<td>Training</td>
<td>24 June</td>
<td>London</td>
</tr>
<tr>
<td>Journal Metric Analysis and Measuring Impact</td>
<td>Training</td>
<td>1 and 8 July</td>
<td>Online</td>
</tr>
<tr>
<td>Acquiring and Selling Publishing Assets</td>
<td>Training</td>
<td>8 July</td>
<td>London</td>
</tr>
<tr>
<td>Growing Successful Open Access Journals</td>
<td>Training</td>
<td>9 September</td>
<td>London</td>
</tr>
<tr>
<td>ALPSP Annual Conference and Awards 2020</td>
<td>Conference</td>
<td>16-18 September</td>
<td>Manchester</td>
</tr>
<tr>
<td>Introduction to Sales Management in Scholarly Publishing: Selling to libraries, academics and institutions</td>
<td>Training</td>
<td>23 September</td>
<td>London</td>
</tr>
<tr>
<td>Commissioning Content: Working effectively with authors and editors</td>
<td>Training</td>
<td>30 September</td>
<td>London</td>
</tr>
<tr>
<td>How Journals Work: A complete introduction</td>
<td>Training</td>
<td>7 and 20 October</td>
<td>Online</td>
</tr>
<tr>
<td>An Introduction to Agile Project Management for Publishing</td>
<td>Training</td>
<td>21 October</td>
<td>London</td>
</tr>
<tr>
<td>Understanding Copyright</td>
<td>Training</td>
<td>11 November</td>
<td>Online</td>
</tr>
<tr>
<td>Advanced Journal Development: Strategic development for journal managers</td>
<td>Training</td>
<td>11 November</td>
<td>London</td>
</tr>
</tbody>
</table>

---

University Press Redux Conference 2020

Join the key players in university press publishing at Churchill College, Cambridge, UK on 17-18 March 2020, held in association with our event partner, Cambridge University Press. For more details, visit www.alpsp.org/UPRedux

For full details of all training, please visit: www.alpsp.org/Events-Training

www.alpsp.org