

# Training and Events 2020

Training  
prices frozen  
for 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.alpssp.org/Mailing-List](http://www.alpssp.org/Mailing-List)

For full course details and to book, please get in touch.

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@alpssp

## Face-to-face courses

### Publication Ethics: Fraud and misconduct

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 People Management in Publishing

Wednesday 25 March

Offers new and developing managers a framework and approach to help support the transition into management, along with plenty of practical tips and tools to help them master the essentials and build confidence. Delegates will be encouraged to share their own experiences and to explore new ideas and techniques through practical exercises and case studies.

Level 1-2

### 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 careers 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

### Introduction to Journals Marketing

Thursday 30 April

This course provides an introduction to the changing and challenging role of promoting journals in today's market. Content covers developing plans and working across all marketing channels and reflects on the publishing sector's increased emphasis on author and society relationships and on 'input marketing'.

Level 1

### 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

### 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 discuss 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 is 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 1

### Effective Social Media for Scholarly Publishers

Wednesday 24 June

This popular course, relevant to a variety of publishing roles, sets out how to integrate and optimize social media into the marketing and wider promotional plans. It covers all aspects of planning and delivering successful campaigns including practical tips on what works for different platforms.

Level 1-2

### 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 assess 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 plan 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

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

### How Journals Work: A complete introduction

Wednesday 7 October & Tuesday 20 October

This workshop provides an introduction to context, job roles and the publication stages in scholarly publishing and covers the fundamentals of marketing, finance and business models as well as the basics of copyright and IP. It is relevant to all those new to journals publishing with up to one year's experience or those who have been out of this area for several years and are seeking a refresher.

Level 1

### 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

### Online courses

We've converted some of our courses so that members worldwide can access this training online. All online courses include:

- Interactive, live online workshop/s
- 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](http://www.alpsp.org/How-to-Join)

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

## 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](http://www.alpsp.org/UPRedux)

For full details of all training, please visit: [www.alpsp.org/Events-Training](http://www.alpsp.org/Events-Training)