

Westin St. Francis, Union Square, San Francisco, CA  
Wednesday, June 2nd, 2010, 12 noon – 4 p.m.

# Future-Proofing Your Journal: Today's Essentials, Tomorrow's Strategies



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## PROGRAM

- 12 noon **Lunch and Registration**
- 1 p.m. – 1:10 p.m. **Introduction and Overview**  
*Peter Ashman, Publishing Director, BMJ and BMJ Journals*
- 1:10 p.m. – 1:45 p.m. **Changing Landscape for Medical Societies**  
*Morna Conway, Founder, The Conway Group*  
The landscape of medical society publishing is changing. At our inaugural 2009 event, we assessed risks and opportunities in the context of the unique features of the market, and explored the impact of misconceptions on the part of users and politicians. Today, Morna Conway will look at pressure points in the library, author, reader, and editorial communities, their expectations, workflows, and information habits. In addition, she will discuss how different market segments view emerging technologies, content dissemination and information tools.
- 1:45 p.m. – 2:15 p.m. **What Societies Want: Scanning the Research**  
*Melinda Kenneway, Director, TBI Communications*  
Previous BMJ Journals research has suggested that publications are highly valued by society members but that strategies, skills and resources must evolve to ensure future relevance and success. Melinda Kenneway will summarize BMJ Journals' research in the context of other evidence and reports from the sector, and suggest ways in which society publishers and their partners can build a successful, community-oriented future.
- 2:15 p.m. – 2:45 p.m. **Coffee Break**
- 2:45 p.m. – 3:15 p.m. **What Societies Want: the Society's View**  
*Edward H. Shortliffe, President and CEO, American Medical Informatics Association*  
Ted Shortliffe will build on the research perspective and relate it to the realities facing professional scientific societies as they serve their members, their discipline, and their organization's fiscal health. He will emphasize the evolving needs and expectations of scientists who turn to the literature in new and varied ways in the "wired" world.
- 3:15 p.m. – 3:50 p.m. **Panel Discussion: New Services and Technologies**  
Our speakers will lead a discussion about new channels (for reaching customers and communicating information with them), technologies and business models. We will invite the group to discuss the problems faced and share experiences of trying to address them.
- 3:50 p.m. – 4:00 p.m. **Conclusion**

## SPEAKERS

### **PETER ASHMAN**

#### **Publishing Director, BMJ and BMJ Journals**

Peter Ashman joined the BMJ Group in 2007 after spending the previous six years at Nature Publishing Group, where he conceived and launched the medical journals division in addition to handling key society publications. During his time at Nature PG Peter was Publisher then Publishing Director for the British Dental Association publications including the British Dental Journal. In this time he led the BDJ publishing operation and managed all commercial aspects of the journal, overseeing significant growth in classified, display and subscription revenues. Prior to that Peter worked at the Lancet, initially in London then for five years as Vice President in New York.

### **MORNA CONWAY**

#### **Founder, The Conway Group**

Morna Conway's publishing consulting firm has specialized in society publications strategy and management since 1975. A key service she offers is managing the bidding process for society publications, from developing the Request for Proposal to comparing bids from responding publishers to negotiating the business components of the final contract and helping with transitions (if relevant), for both U.S.-based and international clients. Major association clients over the years include some of the top engineering, scientific and medical non-profits. Through immersion in best practices for society publications (whether self-published or contracted with a commercial or university press publisher), Morna is able to offer her clients sound, fact-based advice, and has negotiated favorable publishing deals for both established and launch publications.

### **MELINDA KENNEWAY**

#### **Director, TBI Communications**

Melinda Kenneway has worked within the scholarly communications environment for over 17 years. Her career began with Oxford University Press, with whom she worked for 13 years, achieving the position of Marketing Director for the Journals Division. Melinda joined TBI Communications as co-Director in early 2005. TBI is a marketing company working with a wide range of publishers and societies, author groups, libraries, and other intermediaries in our industry – helping them to build their profile, increase engagement with their communities, and creating demand for their products and services. Melinda holds a degree in Experimental Psychology from the University of Oxford.

### **EDWARD H. SHORTLIFFE**

#### **President and CEO, American Medical Informatics Association**

Edward H. Shortliffe is President and CEO of the American Medical Informatics Association (AMIA). He is also Professor, Biomedical Informatics, at the University of Texas Health Science Center in Houston. He holds a Harvard AB in Applied Mathematics, and a Stanford MD and PhD in Medical Information Sciences. Dr. Shortliffe is an elected member of the Institute of Medicine (IOM) and the American Society for Clinical Investigation (ASCI). He has also been elected to fellowship in the American College of Medical Informatics (ACMI) and the Association for the Advancement of Artificial Intelligence (AAAI). He is a Master of the American College of Physicians (ACP) and is Editor-in-Chief of the Journal of Biomedical Informatics.

To reserve your place at this exclusive event, please contact:

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