

Workshop “Effective Scientific Publishing”

by *THOSS Media*

8:30 Introduction to scholarly communication

Introduction & workshop agenda
Publishing trends & challenges in the 21st century

Establishing a new journal

Journal evaluation
How to win over a new journal

10:00 Coffee Break

10:15 Establishing a new journal Part II

Starting a new journal
Effective boards and Editors
The business plan
Beyond the business plan: Spin-off vs. cold start

12:00 Lunch break

12:30 Content Commissioning

Group discussion: What are your experiences with commissioning?
Considerations before the start
3 Ways for content commissioning
Proper re-launching

14:00 Coffee break

14:30 Journal Finance and Modelling

16:00 Coffee Break

16:15 Optional: Social Media

Introduction & general remarks
Case study: Advanced Materials

17:00 The End

Summary

The workshop will be conducted in English language. Main target is an exchange regarding best practices in academic publishing between the instructors and the client's participants.

Instructors

Andreas Thoss, founder and managing director of THOSS Media, has worked previously worked in various editorial and publishing positions for John Wiley & Sons. Among other projects he started five new journals within the last 10 years.

Bas Straub is a former publishing director from Elsevier with a long record in publishing training throughout the world. Amongst others he worked for the STM association as the trainer for the intensive journal publishing course. He is also organizer of the Pre-Conference workshop (Acad. Publ. in Europe Berlin 2013, 2014).

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