

aap

THE ASSOCIATION OF AMERICAN PUBLISHERS



**Professional/Scholarly Publishing (PSP) Division**

**PRE-CONFERENCE PROGRAM**

(This session precedes the PSP '08 Annual Conference)

**Pre-Conference Program** *(separate registration fee)*

Wednesday, February 6<sup>th</sup>

9:00am-3:00pm

*Produced by the PSP Electronic Information Committee (EIC)*

**Cyberscholarship: Where are our users taking us?**

Scholarly and professional publishing has traditionally been a top-down endeavor where authors authored, publishers published, and readers read. New digital technologies have begun to change this paradigm as users and creators of electronic content increasingly take control of a newly democratized professional and scholarly communication environment. This seminar will explore how professionals and scholars communicate, learn from and with each other in communities, and conduct research in the evolving digital environment; how they use or interact with the published literature and data upon which it is based. It will examine the significance of these innovations for professional and scholarly publishers and present case studies of publishing ventures that have attempted to address them.

Four pivotal and thought-provoking sessions will address the following questions and issues:

- How are the new digital technologies changing how professionals and scholars create, share in communities of interest, and acquire information interactively?
  - What are the opportunities and challenges facing publishers as a result of these trends?
  - Is the role of scholarly and professional publishers changing?
- How do groups of interest form in the context of information gathering and sharing?
  - How are the “digital natives” acquiring information and how do their information needs compare or contrast with the kinds of information and services provided by publishers and libraries?
- How do learn what the information needs of users are and how information is put to use?
  - Recent developments in studying user behavior, about ways in which publishers can establish dialogs with users, and illustrative case studies
  - Case study: the development of a social networking site with a discussion of what has been working in the development of new types of social networking products, what has not, and why.
- Case studies based on products developed around user generated content that will address the following questions:
  - What have we learned from these products?
  - What are the implications for “traditional” professional and scholarly publishers?
  - What opportunities do they present?

## PSP '08 Pre-Conference Agenda

9:00am-9:30am	Welcome & Introduction <b>Patricia Seybold</b> (Seybold Group)
9:30am-10:30am	<b>Kevin McLean</b> (Consumers Union)
10:30am-10:45am	Break
10:45am-11:45am	<b>Tammy Sachs</b> (Sachs Insights), <b>Mark Ranalli</b> (Helium)
11:45am-12:00pm	General Q&A
12:00pm-1:00pm	Lunch
1:00pm-1:40pm	Case Study 1 <b>Alex Frost</b> (Sermo, Inc.)
1:40pm-2:20pm	Case Study 2 <b>Bryce Johnson</b> (CafeScribe)
2:20pm-2:45pm	General Q&A
2:45pm-3:00pm	Moderator Wrap-up

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**The above session precedes the PSP '08 Annual Conference. If you sign up for the main conference and a pre-conference you will receive a discount**

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**Special Note – Librarians can register at the AAP Member Rate**

**For more information contact [sfirestone@publishers.org](mailto:sfirestone@publishers.org) or visit [www.pspcentral.org](http://www.pspcentral.org)**

**REGISTRATION FEES**

	<b>AAP Member &amp; Librarians</b>	<b>Non-Member</b>
<input type="checkbox"/> <b>Pre-Conference Seminar on 2/6/08 <u>Only</u></b>	<b>\$250</b>	<b>\$385</b>

**EARLYBIRD REGISTRATION PACKAGES**

(Please check appropriate boxes)

	<b>AAP Member &amp; Librarians</b>	<b>Non-Member</b>
<input type="checkbox"/> <b>Registration Package 1</b> Includes PSP Annual Conference	<b>\$1,260</b>	<b>\$1,890</b>
<input type="checkbox"/> <b>Registration Package 2</b> Includes PSP Annual Conference Pre Conference Seminar	<b>\$1,510</b>	<b>\$2,275</b>
<input type="checkbox"/> <b>Registration Package 3 (New attendees – or if you haven't attended since 2004)</b> Includes PSP Annual Conference	<b>\$880</b>	<b>\$1,320</b>
<input type="checkbox"/> <b>Registration Package 4 (New attendees – or if you haven't attended since 2004)</b> Includes PSP Annual Conference Pre Conference Seminar	<b>\$1,130</b>	<b>\$1,705</b>

**CONTACT DETAILS – PLEASE PRINT CLEARLY:**

\_\_\_\_\_  
Name Business Title

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Company

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**PAYMENT METHOD:**

- Check (Payable to *Association of American Publishers, Inc.*)
- Visa
- MasterCard
- American Express

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name of Cardholder \_\_\_\_\_ Signature \_\_\_\_\_

**Total amount to be charged - \$ \_\_\_\_\_**

**MAIL OR FAX PAYMENT TO:**

Association of American Publishers  
Attn: Sara Firestone  
71 Fifth Avenue, 2<sup>nd</sup> Floor  
New York, NY 10003-3004  
Fax (212) 255-7007

**Special Note – Librarians can register at the AAP Member Rate**

**ADDITIONAL INFORMATION**

**\*\*THE OFFER OF \$1,130 (AAP MEMBERS) AND \$1,785 (NON-MEMBERS) IS GOOD UNTIL JANUARY 11, 2008.** After that date, full registration fees (see below) will be applied – no exceptions \*\*

**MEALS/RECEPTIONS**

- ❖ Pre-Conference registration fee includes a continental breakfast and luncheon.
- ❖ Conference registration fee includes opening reception at Anderson House, (Wednesday, Feb 6<sup>th</sup>); PSP Annual Awards Luncheon & Evening Dinner (Thursday, Feb 7<sup>th</sup>), and all continental breakfasts and luncheons.

**LIMITED HOTEL SPACE AVAILABLE - REGISTER EARLY!!**

The **Renaissance Mayflower Hotel** is holding a **block of rooms** at a **special reduced rate** of \$230.00 per night if you reserve your accommodations **BEFORE JANUARY 15, 2008**. Be sure to mention AAP when contacting the hotel directly at 1-800-hotels-1 or 202-347-3000 (Guest rooms are available for check-in after 3:00 pm. Check out is requested by 12:00 pm.) The Mayflower Hotel is located at 1127 Connecticut Avenue, NW, Washington, DC 20036.

**CANCELLATION POLICY**

Full refund for cancellations on/before January 7<sup>th</sup>, 2008. **NO REFUND FOR CANCELLATIONS AFTER JANUARY 7<sup>th</sup>, 2008.** In the unlikely event of conference cancellation, the AAP/PSP is not responsible for any costs, damages or other expenses of any kind including, without limitation, transportation and/or hotel costs incurred by registrant. Speakers subject to change without notice.

FOR MORE INFORMATION:

Email Sara Firestone at [sfirestone@publishers.org](mailto:sfirestone@publishers.org)

Visit the PSP website at [www.pspcentral.org](http://www.pspcentral.org)

PSP '08 Annual Conference Planning Committee:

**Michael Hays**, McGraw-Hill Higher Education (PSP Executive Council Incoming Chair), **Glen Campbell**, Elsevier, **Bill Cook**, American Chemical Society, **Michael Forster**, John Wiley & Sons, Inc., **Patrick Kelly**, Wiley/Blackwell, **Thane Kerner**, Silverchair Science+Communications, Inc., **Mark Licker**, McGraw-Hill, **Alison Mudditt**, SAGE Publications Inc, **Lynne Rienner**, Lynne Rienner Publishers, Inc., **Hill Slowinski**, American Society of Clinical Oncology  
AAP: **Sara Firestone**