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 Patricia Seybold (Seybold Group)

9:30am-10:30am  Kevin McLean (Consumers Union)

10:30am-10:45am  Break

10:45am-11:45am  Tammy Sachs (Sachs Insights), Mark Ranalli (Helium)

11:45am-12:00pm  General Q&A

12:00pm-1:00pm  Lunch

1:00pm-1:40pm  Case Study 1 Alex Frost (Sermo, Inc.)

1:40pm-2:20pm  Case Study 2 Bryce Johnson (CafeScribe)

2:20pm-2:45pm  General Q&A

2:45pm-3:00pm  Moderator Wrap-up

*****

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

*****

Special Note – Librarians can register at the AAP Member Rate

For more information contact sfirestone@publishers.org or visit www.pspcentral.org
REGISTRATION FEES

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EARLYBIRD REGISTRATION PACKAGES

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CONTACT DETAILS – PLEASE PRINT CLEARLY:

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Company

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PAYMENT METHOD:

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**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 6th); PSP Annual Awards Luncheon & Evening Dinner (Thursday, Feb 7th), 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 7th, 2008. **NO REFUND FOR CANCELLATIONS AFTER JANUARY 7th, 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
Visit the PSP website at www.pspcentral.org

PSP ‘08 Annual Conference Planning Committee:
AAP: Sara Firestone