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COMPLIMENTARY PUBLICATIONS WORKSHOP FOR INDUSTRY

Elsevier are delighted to announce that a publications workshop for industry will be held at the Hilton hotel, Basel, Switzerland on Tuesday, 30th March 2010 from 10am to 1.30pm.

This workshop is open to those engaged in publication planning, medical education and related activities working within medical communications companies and the pharmaceutical industry.

Building on the success of previous Elsevier workshops held in the UK and US, this event will cover a range of topics pertinent to publication in peer-reviewed medical journals. The workshop will be chaired by Leighton Chipperfield, Executive Publisher, Global Medical Research, Elsevier.

Attendance at this session is **FREE**.
Pre-registration is compulsory.

Tuesday 30th March, 2010
10:00 – 13:30

Hilton Hotel, Aeschengraben 31
4051 Basel, Switzerland

061 275 66 00

HOW TO REGISTER

You must register to attend. To indicate your interest, provide your name, job title, company name, and full contact details to c.leverton@elsevier.com, quoting 'Publications workshop'.

Space is limited and priority will be given to those registering first. You will receive an email in due course to confirm your place.



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LOCATION

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AGENDA

9:30–10:00 Arrival and registration; refreshments

10:00–10:15 Welcome from Chair

Chair: Leighton Chipperfield, Executive Publisher,
Global Medical Research, Elsevier

10:15–11:00 GPP 2: Implementing Best Practice

Dan Bridges, PhD, Group Program Director, Excerpta Medica

Key topics:

- Describe the background and methodology leading to Good Publication Practice 2 (GPP2)
- Highlight key changes/additions between GPP and GPP2
- Discuss important aspects of implementing GPP processes/SOPs

11:00–11:45 Getting Published in High-Impact Oncology Journals

David Collingridge PhD, Editor-in-Chief, *The Lancet Oncology*

Key topics:

- Insights in to decision-making at high-impact oncology journals
- The keys to success in getting published
- Authorship and conflicts of interest
- How papers are handled by *The Lancet's* journals pre- and post-peer review

11:45–12:30 Using bibliometrics to evaluate journal 'quality' and researcher performance

Lisa Geijtenbeek-Colledge, Product Manager, Scopus

Key topics:

- Overview of bibliometrics and discussion on Impact Factor versus other measures of journal quality
- Current ways to evaluate researcher performance
- Introducing Scopus as a basis to evaluate researcher performance

12:30 Panel discussion followed by lunch and Close