



SEMINAR & WORKSHOP on Scholarly Publishing

What it Takes to Publish

Organized by:



This seminar-cum-workshop will help participants gain an insight on the types of academic publications available, the processes involved in getting material published and understand the expectations editors have of authors and their work. Participants will leave this seminar with an in-depth knowledge of how to pitch and position their papers, refine their thesis and identify niche publications best suited to meet their needs.

"if the reader is to grasp what the writer means, the writers must understand what the reader needs"

George D. Gopen and Judith A. Swan (1990)

Venue & Date

Bayview Beach Resort, Batu Ferringhi, Penang, Malaysia
28 - 30 September 2010

Workshop Secretariat

Advanced Medical and Dental Institute,
Universiti Sains Malaysia
No 1-8 (Lot 4), Persiaran Seksyen 4/1
Bandar Putra Bertam
13200 Penang, Malaysia
Phone: 604-5622221
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The Organizers

About USM

Universiti Sains Malaysia (USM) is a pioneering, transdisciplinary research intensive that empowers future talents and enables the bottom billions to transform their socio-economic well-being. In September 2008, it was accorded Research University Status, and APEX status amongst four Universities in the whole of Malaysia. With the status, by the year 2013 USM must be in the Top 100 universities and by 2020 USM must be in the Top 50 world class universities.

About Wiley-Blackwell:

Wiley-Blackwell is the international scientific, technical, medical and scholarly publishing business of John Wiley & Sons, with strengths in every major academic and professional field and partnerships with more than 800 of the world's leading societies. We have published the works of more than 400 Nobel laureates in all categories: *Literature, Economics, Physiology or Medicine, Physics, Chemistry, and Peace*. Wiley-Blackwell publishes nearly 1,500 peer-reviewed journals and 1,500+ new books annually in print and as well as databases, major reference works and laboratory protocols. For more information, please visit www.wileyblackwell.com

Invited Speakers and Main Facilitators



Kurt Albertine, Ph. D. Professor: Department of Pediatrics, Department of Internal Medicine, University of Utah, School of Medicine, Editor- in-Chief, the Anatomical Records A and B

Kurt H. Albertine, Ph.D., is Professor of Pediatrics (Neonatology), as well as Adjunct Professor of Medicine (Pulmonary) and Neurobiology & Anatomy at the University of Utah, School of Medicine in Salt Lake City, UT, USA. His research, focused on acute and chronic lung disease, with emphasis on neonatal chronic lung disease, has been supported by NIH grants for 30 years. Dr. Albertine is author of over 150 publications, including 4 textbooks. He is a permanent member of the Lung Injury, Repair and Remodeling Study Section at NHLBI. He has served as a reviewer, member of the editorial board, and editor for over 30 journals, and is currently Editor-in-Chief of The Anatomical Record. He has organized and led approximately 20 courses on scientific writing, has participated in about 20 publishing, grant writing, and mentoring workshops, and regularly speaks on career development issues for scientists at national and international venues.



Gary C. Schoenwolf, Ph.D. Distinguished Professor, Department of Neurobiology and Anatomy, Adjunct Professor, Department of Pediatrics, University of Utah School of Medicine, Editor-in-Chief, Developmental Dynamics.

Gary C. Schoenwolf, Ph.D., is the founder of the Children's Health Research Center at the University of Utah, a training center for physician-scientists, which he directed for almost a decade. His research program, currently focused on molecular patterning of the developing inner ear, has been continuously funded by the National Institutes of Health for over 30 years, and he is the author of over 200 publications, including more than 10 textbooks. He has served as a reviewer, member of the editorial board, and editor for over 50 journals, and is currently Editor-in-Chief of Developmental Dynamics. He has organized and led approximately 20 publishing, grant writing, and mentoring workshops, and regularly speaks on career development issues for scientists at national and international venues.



Amanda Davis, Ph.D. Publishing Director, Life Sciences & Professional, Wiley-Blackwell Asia Pacific

Amanda Davis is a journals' publishing director for Wiley-Blackwell. Her portfolio includes molecular biology, earth sciences, plant and zoological sciences, allied health, nursing, dentistry and veterinary subject areas. Amanda has worked in journal publishing for the last 12 years and during that time has been involved with more than 100 journals. She has held positions including production editor, journal manager and publishing director. She has worked across most subject areas from clinical medicine to social sciences and worked with societies and editors across Asia Pacific. Amanda holds a Bachelor of Agricultural Science and PhD from the University of Melbourne.



Sri Diah is the General Manager of Oasis Books Sdn Bhd, which is a subsidiary company of Kumpulan Karangraf Sdn Bhd (KKSBB). She has published 16 novels in which 10 of them were published by Alaf 21, a company which publishes popular titles for the general readership. She has also written more than 200 poems and 200 short stories. Throughout her extensive creative experience, Sri Diah has won many awards and honours in creative writing category. Currently, she is actively involved in conducting seminars and workshops which are related to publishing for career development.

Schedule of Events

Date: 28 – 30 September 2010

Venue: Bayview Beach Hotel, Penang

PROGRAM

MONDAY, 27 September 2010

12.00pm:
Arrival of Guests & Check-in

TUESDAY, 28 September 2010 Day One:

8.30am - 9.15am:
Welcome Speech
Dr Ramli Saad, Director, AMDI USM

8.45am - 9.15am:
Opening Speech
Tan Sri Prof Dzulkifli Abd Razak, Vice Chancellor USM

9.15am - 9.25am:
Welcome Speech
David Fisher, Director of Sales & Marketing Wiley Asia

9.25am - 9.45am:
Overview of the publishing process- Journals

9.45am - 10.00am:
Tea Break

10.00am - 10.30am:
How to write a paper

10.30am - 11.00am:
Choosing the Right Journal and
Surviving Peer Review

11.00am - 11.30am:
Promoting Your Paper to Increase Usage and Citation

11.30am - 12.00pm:
Publication Ethics. What are the Rights and
Responsibilities of authors, editors, reviewers
and readers

12.00pm - 1.00pm:
Exercise 1

1.00pm - 2.00pm:
Lunch

2.00pm - 3.00pm:
Penerbitan Bahan Ilmiah di Media Tempatan
Puan Sri Diah, Karangkrak Sdn Bhd

3.00pm - 3.30pm:
Wiley-Blackwell – Breadth and Depth

3.30pm - 4.30pm:
Wiley Online Library (WOL) – User training

4.30pm - 4.45pm:
Tea Break

4.45pm - 5.30pm:
Exercise 2

WEDNESDAY 29 September 2010 Day Two:

8.30am:
Registration

9.00am - 10.30am:
Life of a Book

- Preparing the Book Proposal
- Preparing the Text
- Preparing the Illustrations
- Accompanying Materials
- Author Checklist
- Permission Guidelines
- Marketing

10.30am - 10.45am:
Tea Break

10.45am - 1.00pm:
Exercise 3 - Preparing your proposals

1.00pm - 2.00pm:
Lunch

2.00pm - 3.30pm:
Appraisal of proposals

3.30pm - 4.00pm:
Presentation of proposals

4.00pm - 4.15pm :
Tea Break

4.15pm - 5.15pm :
Presentation of Proposals

5.15pm - 5.30pm:
Wrap-up

THURSDAY 30 September 2010 Day Three:

8.30am:
Registration for selected participants

9.00am - 10.30am:
Meet the Editors

10.30am - 11.00am:
Tea Break

11.00am - 12.30am:
Meet the Editors cont'd

12.30pm:
Lunch

All Participants, please bring along your laptops to the workshop for days 1 and 2

REGISTRATION FORM

SEMINAR & WORKSHOP ON SCHOLARLY PUBLISHING

28 – 30 September 2010

Please complete in CAPITAL LETTER

Title and name Prof / Dr / Mr / Mrs / Ms

Phone No Fax

Mobile No Email

Designation Field of Expertise

Organization

Address

Postcode State Country

Date

*Please fax the completed form (s) at +604 – 562 2464

PAYMENT METHOD

Payment mode *please tick (√):

Cheque Bank Transfer Local Order (LO) Bank Draft

Local Participants/ International Participants

Registration fees should be made payable to: 'USAINS Holding Sdn. Bhd.'
Bank Name : CIMB Bank
Account No. : 07090006708-05-7
Bank Address : Universiti Sains Malaysia (USM) Branch, 11800 Penang
SWIFT Code : CIBBMYKL

Your Investment

Package 1 (Registration Fee Only)
1 Participant: RM 1000.00/USD285
2 Participants: RM 800.00 per person/USD228
Package 2 (Registration + Accommodation)
1 Participant: RM 1600.00/USD457
2 Participants: RM 1250.00 per person/USD357

IMPORTANT DATE

Registration fees should be made payable before 15 September 2010 and should be sent with completed registration form.

Accommodations

Bayview Beach Resort
Batu Ferringhi Beach, 11100 Batu Ferringhi,
Penang, Malaysia.
Telephone: + (604) 881 2123
Fax: + (604) 881 2140
E-mail: reservations.bbr@bayviewhotels.com
Website: www.bayviewhotels.com/beach

Lone Pine Hotel
97 Batu Ferringhi 11100 Penang Malaysia
Tel: + (604) 881 1511 / 881 1512
Fax: + (604) 881 1282
Email: info@lonepinehotel.com
Golden Sands Resort, Penang
Batu Ferringhi Beach
11100 Penang Malaysia
Tel: + (604) 886 1911
Fax: + (604) 881 1880

Sri Sayang Resort Apartment
No.188,Jalan Batu Ferringhi
11100 Penang Malaysia
Tel: + (604) 881 1113
Fax: + (604) 881 1250
Email: ssayang@pd.jaring.com.my

Hidro Majestic Hotel
11100 Batu Ferringhi
Penang Malaysia
Tel: + (604) 890 5999
Fax: + (604) 890 5100
Email: res.pen@hydromajestichotels.com

Park Royal Penang
97 Batu Ferringhi Beach
11100 Penang Malaysia
Tel: + (604) 881 1133
Fax: + (604) 881 2233

Shangri-la Rasa Sayang Resort & Spa
Batu Ferringhi Beach, 11100 Batu Ferringhi,
Penang, Malaysia.
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