

UNDERSTANDING E-JOURNAL TECHNOLOGY

AUDIENCE

Sales, marketing and customer service staff, senior management who need a refresher course, new technical hires from outside the industry. This course covers technologies that are vital to the delivery of e-journals and therefore need to be widely understood by all departments within the publishing business

LEARNING OBJECTIVES

- To gain a business-level grounding in e-journal delivery technologies
- To gain greater insight into customers' technical and business requirements
- To understand the role technology plays in e-journal deployment and discoverability.

DESCRIPTION

Technology has removed the barriers between production, editorial, marketing, sales, customer services and most importantly – the customers.

This course will provide an insight into the technologies behind e-journal delivery. The course will be business-centric – clearly positioning technologies in the context of the industry issues they aim to solve. Participants will learn how technology is used throughout the delivery of e-journals from publisher via library to the end-user.

The course will educate attendees about key issues affecting the delivery of e-journals and how these affect licensing, customer service and even pricing. Participants will also learn what necessitated technological change in libraries and publishers and how to solve some of the key problems posed by library technologies such as link servers, A-Z lists, federated search, DOIs, OpenURL, Athens and Shibboleth.

FORMAT & FEES

One day lecture (approximately five hours of instruction with breaks for questions and clarification).
Cost: £295 per person plus VAT in the UK, \$395 in the USA. Discounts are available to members of certain professional organizations – please check with the website for further information.

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Start	Finish	Topic	Details
09:30	10:00	<i>Arrival and Refreshments</i>	
10:00	10:10	Introductions	
10:10	11:30	How Users navigate to E-Journal Content	Introducing the key starting points for research - gateways, e-journal hosts, publisher web sites, aggregators, search engines and library gateways. Why librarians purchase access to starting points. Identifying major players involved in e-journal provision.
11:30	11:45	<i>Refreshment Break</i>	
11:45	13:00	E-journal Access Issues: Authentication	User authentication methodologies and their limitations: IP address ranges, proxies and firewalls, Athens, digital certificates, Shibboleth, OpenID and geolocation.
13:00	13:45	<i>Lunch</i>	
13:45	14:05	Why do Libraries need Usage Statistics	Introducing COUNTER and SUSHI standards. How librarians use statistics.
14:05	14:45	Library Technology in E-Journal Discovery	The rise of linking, including CrossRef and the DOI. Explanation of the OpenURL. How libraries facilitate access to E-Journals – part 1
14:45	15:00	<i>Refreshment Break</i>	
15:00	15:20	The Rise of Electronic Resource Management (ERM)	How libraries facilitate access to E-Journals – part 2: library web pages, including A-Z lists and federated search engines, web scale discovery.
15:20	15:35	The Effect of Open Access	Introduction to Open Access: author web sites, institutional repositories, OA journals, hybrid journals. Discovering and using OA content.
15:35	16:00	The Future of User Navigation to E-Journals	Technologies that are enabling gateways of the future: RSS feeds, blogs, collaborative authoring, professional networking technologies.

BOOKING FORM

UNDERSTANDING JOURNALS TECHNOLOGY

Please complete and fax to +44 8700 529895.
 Alternatively book online at www.renewtraining.com/schedule.htm

Date of Course:

Attendee's Name:

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Dietary Requirements:

Thank you for your booking, an invoice will be sent to you.