

STANFORD
PUBLISHING
COURSES
FOR PROFESSIONALS

Stanford
Publishing
on the Web
Workshop
*for Magazine, Book, Association and
Corporate Publishing Professionals*

**Sunday through Wednesday
November 16-19, 2008**

**Monterey Plaza Hotel & Spa
on Cannery Row
Monterey, California**

video



IDEAS
TRANSFORM



As a manager of your organization's content-rich site, you're understaffed and strapped for time—yet you must keep on the razor's edge of new developments. You need to know the latest thinking about user-generated content, site design, business strategies, editorial practices, Web metrics, legal issues, new technologies, video podcasts, online advertising, blogging, search engine optimization, site marketing and more. How do you do it?

Join us for Stanford's Publishing on the Web Workshop, designed for publishing professionals running content-rich sites. In three intense days, you'll dive deep into issues that focus your strategies and streamline your publishing processes, comparing notes with other Web publishers struggling with the same day-to-day challenges. Plus, you'll watch as your site is test-driven and critiqued by fellow participants. You'll come back to the office with pages of notes on how to improve your site.

Created by the developers of the Stanford Professional Publishing Course, Publishing on the Web is aimed at magazine, book, association and corporate communications professionals who make high-level decisions on the mission, content, design and overall direction of their Web sites. *It is not intended for technical staff.*

Consider spending a few days with us in Monterey. Invest your time where it will make the most difference—in re-thinking your Web strategies.





Workshop Curriculum

In the course of three intense days, you'll be exposed to the latest ideas in:

- Adding Video To Your Site
- Writing and Editing for the Web
- Broadcasting Your Brand Beyond Your Site
- User-Generated Content: How to Foster It, How to Control It
- Search Engine Optimization
- Staying Out of Legal Trouble
- How to Pull Off a Successful Redesign
- Using Web Metrics Strategically
- Harnessing the Power of the Blog
- Smart Mobile Strategies
- Behavioral Targeting and Other New Advertising Techniques

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Schedule

Sunday, November 16

2:00 – 4:30	Registration
4:30 – 5:15	Introduction of Participants
5:30 – 6:30	Opening Session
6:30	Welcome Dinner by the Bay

Monday, November 17

8:00 – 9:00	Breakfast and Conversation
9:00 – 1:00	Classes
1:00 – 2:15	Lunch al fresco
2:15 – 5:00	Classes
5:00 – 6:30	Site Critique Workshop/Optional Sessions <i>Dinner on Your Own in Monterey</i>

Tuesday, November 18

8:00 – 9:30	Site Critique Workshop/Optional Sessions
9:30 – 1:00	Classes
1:00 – 2:15	Lunch al fresco
2:15 – 5:00	Classes
5:00 – 6:30	Site Critique Workshop/Optional Sessions <i>Dinner on Your Own in Monterey</i>

Wednesday, November 19

8:00 – 9:30	Site Critique Workshop/Optional Sessions
9:30 – 12:45	Classes
1:00	Workshop ends

findability

crowd





Site Critiques

Is your site as usable as it could be?
What features could you add
to improve the experience?

In a special hands-on session,
your site will be user-tested and
critiqued by a small group of your
colleagues working under the guidance
of content and design specialists.

d-sourcing



“The Web pages
I brought to be
reviewed were in
desperate need
of a make-over.
What a difference
the workshop has
made.”

Jo Ann Gerber,
Christian Science
Publishing Society

“The best
professional
development
seminar I've
ever attended.”

Mike Hazell,
Web Publisher,
National Fire
Prevention
Association

“We still talk
about your web
seminar on a
weekly basis
and use it as the
gold standard.”

Deaver Brown,
CEO & Publisher,
Simply Media

“It's a long
trip from the
Netherlands for
a 3-day course,
but it was very
worthwhile.
Very inspiring.”

Peter te Velde,
Manager/Online
Publishing, Kluwer
Business Media

Academic/Critique Directors

- **Susan West** and **Michael Gold**, West Gold Editorial

Susan West and Michael Gold advise many top-echelon Web and magazine publishers in content, strategy, usability and re-design processes. Organizations with whom they have worked include *Consumer Reports*, Web MD, George Lucas Educational Foundation, Time Inc./AOL, *PCWorld*, *New England Journal of Medicine*, *Cooking Light*, and American Chemical Society. They are seasoned magazine professionals, and co-founders of Time Inc.'s *Health* magazine.

Workshop Lecturers

- **Kevin McKean**, VP/Editorial Director, *Consumer Reports*
- **Sean Nolan**, Director, *Men's Health.com*
- **Matt Cohen**, CEO & Founder, OneSpot
- **Molly Wood**, Executive Editor, CNET.com
- **Jon Hart**, Attorney/Media & Info Technology Group, Dow Lohnes PLLC
- **Rand Fishkin**, CEO, SEOmoz.com
- **Kenji Kato**, Podcaster, This Week In Media
- **Shari Cleary**, Digital Marketing Consultant, Visual Sciences
- **R.J. Hilgers**, Vice President/Digital Marketing Services, Avenue A|Razorfish
- **Scott Karp**, Founder, Publishing 2.0 Blog
- **Cody Simms**, Senior Director of Product Management, Yahoo!

For a complete list of lecturers, visit our Web site at <http://publishingcourses.stanford.edu/pow/speaker>

Your **colleagues** are here. Your **competitors** are here.

Organizations that have sent participants to this workshop:

Advanstar Communications
American Bar Association
American Chemical Society
American Medical Association
AOL (America Online)
Apple Computer
August Home Publishing
Associated Press
Bantam Doubleday Dell
British Medical Journal
Business 2.0
Cahners Publishing
California Chamber of Commerce
California Society of CPAs
Canadian Medical Association
Carnegie Foundation
Christian Science Publishing Society
Chronicle Books
Chronicle of Higher Education
CIO Communications
Cisco Systems
CMP Media
Columbia University
Computer World
Congressional Quarterly
Cook's Illustrated Magazine
Cornell Magazine
CTB McGraw-Hill
Consumers Union
Down East Enterprise
Editora Abril
Eisenhower National

Clearinghouse
Elsevier Science Inc.
ESPN Magazine
Federal Reserve Bank of Dallas
Fidelity Investments
First Church Christ, Scientist
Folha da Manhã S/A
Gale Research
General Mills
George Lucas Educational Foundation
Grupo Editorial Norma
Gruner & Jahr USA Publishing
Grupo Editorial Notmusa
Harcourt Health Science
Harvard Business School Publishing
Harvard Business Review
Harvard Medical School
Hewlett-Packard Company
Houghton Mifflin
IDG Books Worldwide
International Monetary Fund
International Reading Association
John Wiley & Sons
Jossey Bass Publishers
Kiplinger.com
Lexis Publishing
Loyola Press
Macmillan Magazines, Ltd.
Macworld
Mayo Medical Ventures

McGraw-Hill Companies
McMullen Argus
Medill School of Journalism
Medscape/WebMD
Merck & Co.
Meredith Corporation
Microsoft
Monterey Bay Aquarium
Mosby, Inc.
NASA Ames Research Center
National Geographic Society
New England Journal of Medicine
Newsweek
Oracle Corporation
O'Reilly Media
Petersen Publishing Company
Prevention Magazine
Price Waterhouse LLP
Primedia Worldwide
Princeton Alumni Weekly
Proszynski i S-ka SA
PT Gaya Favorit Press
RAND Journal of Economics
Rand McNally & Company
Ringling Bro & Barnum & Bailey
Rodale
San Francisco Art Institute
Scholastic
Scientific American, Inc.
Scott Foresman & Co
Seventeen

Sierra Club
Simon & Schuster
Smithsonian Magazine
Société Editions et Southern Poverty Law Center
Périodiques Techniques
SOHO Magazine
South-Western College Publishing
Sports Illustrated
Stanford Business Magazine
Sunset Magazine
Taschen GmbH
The World Bank
Thomson Financial Publishing
U.S. Naval Institute
UCLA Alumni Association
United Nations
University of California Press
US News & World Report
Vermont Life Magazine
VIA Magazine
VISA International
Weldon Owen
WetFeet.com
What's On In Las Vegas
Windows 2000 Magazine
Windows NT Magazine
Wolters Kluwer
WOOD Magazine
World Book Publishing
World Vision
Yahoo! Inc.

Tuition and Registration

Registration deadline: October 10, 2008

Register at <http://publishingcourses.stanford.edu/pow/>

Tuition: \$1,980

Tuition includes all course materials, plus daily breakfast and lunch, and opening night reception and dinner. A non-refundable \$200 registration fee is included in the tuition.

Early Registration Discount: Register before the early registration deadline of September 19, and receive 10% off the tuition price (\$1,782 per person).

Group Discount: If two or more professionals from the same organization attend the program, each applicant receives 10% off the tuition price (\$1,782 per person). Group members must submit applications together to qualify. Early registration and group discounts may be combined for a total discount of 20% (\$1,584 per person).

Registration Deadline: October 10, 2008. After that time, we will accept applications only on a space available basis, and we cannot guarantee that you will receive our special hotel rates. For updated information: check our Web site at <http://publishingcourses.stanford.edu/pow/>.

Payment Deadline: Tuition is due no later than October 20, 2008. Payment guarantees your place in the Workshop. Make checks payable to Stanford University.

Cancellation Policy: You may send a substitute in your place at any time. To receive a refund (less the \$200 registration fee), notify us of your cancellation in writing no later than October 20. No refunds will be issued for cancellations after that time.

Hotel Reservations: Make your reservations by October 10 by calling 800.334.3999 (international 831.646.1700). Mention Stanford Publishing on the Web to receive rates of \$205/inland or \$315/ocean view.

For Further Information: Contact Program Coordinator Melissa Vallejo at 650.725.4301 or publishing.courses@stanford.edu





Stanford Publishing Courses
Stanford University
1450 Page Mill Rd.
Palo Alto, CA 94304

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**Dated Material
Please Expedite**

