



## CrossRef: emerging initiatives in digital technology

**Sydney:** 9.30a.m. – 12.30 p.m. Wednesday 27 February 2008  
CAL offices, Level 15, 233 Castlereagh St

**Melbourne:** 9.30a.m. – 12.30 p.m. Thursday 28 February 2008  
John Wiley & Sons, 155 Cremorne St, Cremorne (near Richmond)

**Cost:** \$50 inc GST per person.

**A half day seminar for decision makers in trade, scholarly and academic publishing who intend to publish their content on line.**

**REGISTER NOW!** Whether a CrossRef member or not, you will benefit from this seminar.

### Presenter

**VISITING UK PRESENTER:** Geoffrey Bilder, Director of Strategic Initiatives, CrossRef, Oxford, UK

### Seminar Content

- Are you interested in increasing the exposure of your content online and in perpetuity?
- Interested in exploiting references or comments from others about your works?
- Concerned that your online content is efficiently "linkable"?
- Do you publish e-books?
- Do you want to grow links and drive traffic, while avoiding 404 ("page cannot be found") errors over the long term?

**Then you need to know more about CrossRef. Please read on.**

CrossRef is embarking on some major projects to extend the existing infrastructure for online scholarly publishing and this would be a good opportunity for decision makers to hear about this and more. Seminar content will include:

- **What value can Cross Ref add to online publishing efforts?** [A discussion of the value behind CrossRef's current core linking service as well as an overview of the strategic and production issues that need to be considered when participating.]
- What new CrossRef services are emerging and what can we expect to see in the future? [New and emerging industry initiatives of the core linking function – such as **CrossCheck (plagiarism detection)** and **CrossReg (incipient Author ID)** and the various projects to expand the use of DOIs in informal scholarly communication.]
- **A strategic overview** of emerging technologies that publishers should be aware of - for non-technical management who are looking to understand what their IT departments are talking about e.g. Web 2.0, Social Software, Text/Data Mining, Semantic web technologies etc.

### Background information

Cross Ref was a response, in the 1990s, to the need for academic publishers who had begun to digitize journal articles, to have a mechanism to ensure that online references to their journals were both clickable and reliable. That's why they created CrossRef (a publisher co-operative) – a not-for-profit publisher-run organization that today provides persistent linking to over 30 million digital objects including articles, books, and other media. CrossRef is now available to commercial publishers in the e-book and online media space.

Check the CrossRef website for extra information <http://www.crossref.org/>.

**Catering:** Light mid-morning refreshments

**Further information:**

If you have any questions about the seminar, please contact Dee Read, Industry Professional Development Manager, at the Australian Publishers Association Tel: 02 9281 9788 or her mobile: 0424 603 251

**To Register:**

Fill in the registration form at <http://www.publishers.asn.au/training.cfm>

and fax FAO Dee Read to 02 9281 1073

or email to [dee.read@publishers.asn.au](mailto:dee.read@publishers.asn.au)