

ALWAYS WONDERED HOW TO:

Effectively
manage
your **DATA**?

PUBLISH in
high-profile
journals?

Maximize
your
VISIBILITY?

Join our highly
interactive workshop!

20th of April, BioQuant, Room 041,
Im Neuenheimer Feld 267, Heidelberg



EMILIE MARCUS
CEO AND EDITOR-IN-CHIEF
CELL PRESS



ANDREA HOOGENKAMP-O'BRIEN
EXEC. PUBLISHER, EBIOMEDICINE



WILLIAM SUMMERSKILL
SEN EXEC. EDITOR, THE LANCET



HELENA COUSIJN
SEN. MANAGER, ELSEVIER
RESEARCH-DATA



HANS ZIJLSTRA
SEN. MARKETING &
COMMUNICATION MANAGER



**ACCELERATE
YOUR CAREER**
Focus on the
essentials

SCHEDULE

4:00pm Welcome

4:10 – 5:30 Short talks (10 min each plus Q&A)

- Emilie Marcus: *Publishing and innovation in Cell Press journals.*
- Andrea O'Brien: *EBioMedicine: rapid, Open Access publication of your clinical and basic research.*
- Bill Summerskill: *Promoting high quality research.*
- Helena Cousijn: *From research data management (RDM) to data-publication.*
- Hans Zijlstra: *Social/mass media & new metrics to boost your scientific impact.*

5:30pm Meet the speakers (with drinks & fingerfood)

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Biographies



Emilie Marcus is a 'science junkie'. As the Editor-in-Chief of Cell and the CEO of Cell Press, not a day goes by that she doesn't hear some piece of science and think "wow, that's cool." She is also deeply into changes in scientific publishing, including new approaches to peer-review, reproducibility and ethics, access, big data, and new measures of merit and credit. She loves to talk with other science junkies, so please, ask her anything.



Helena Cousjin obtained a DPhil in Neuroscience from the University of Oxford where she developed a strong interest in research data. Helena worked on data-related projects at the Netherlands Brain Bank and the Netherlands Organization for Scientific Research. At Elsevier, she works with researchers and institutions globally to develop efficient data-sharing systems and facilitate good research data management practice.



Andrea Hoogenkamp-O'Brien is Executive Publisher in the fields of Biomedicine & Nutrition. As microbiologist at heart, she enthusiastically engages with researchers and supports their needs. This has led her to spearhead a number of innovative journals, such as *MethodsX* and *Biotechnology Reports*. Andrea's most recent project is *EBioMedicine*, a full OA journal supported by both Cell Press and The Lancet.



Hans Zijlstra is senior project manager for journal marketing communications. He focuses on journal and article metrics that are of eminent relevance to scientists. Hans has vast experience in alternative metrics and is part of Elsevier's recent efforts to establish highly informative impact measures. He works at Elsevier since 1996, with interim excursions into the telecom and finance sector.



Bill Summerskill is senior executive editor at The Lancet, with particular responsibility for the journals presence in Asia. Bill holds degrees in literature, medicine, and evidence-based health care from Princeton, London, and Oxford Universities. He is a former senior fellow of the Oxford Centre for Evidence-based Medicine and has worked with CONSORT, Cochrane Collaboration, the FDA and the WHO to improve the quality of research design, reporting, and translating research into practice.



ACCELERATE YOUR CAREER

Focus on the essentials