



September, 2016 - in this issue:

[CEO update](#)

[HighWire Publishers' Meeting](#)

[Focus on Frankfurt](#)



Welcome to HighWire's September 2016 newsletter!

As you know the conference season is now upon us and as such we'll be focusing on the key industry events including the [Frankfurt STM conference and Frankfurt Book Fair](#), the Charleston Conference, and photos from the recent [HW Publishers' Meeting](#).

[Dan Filby, CEO, HighWire](#) is excited to provide industry and HighWire specific updates in a new regular column: *CEO Update*. In this month's issue, Dan shares his views on the international reach of HighWire and the increased capability this provides to customers.

[Focus on Frankfurt](#). We'll be giving you details of where we'll be; what we're showcasing; how to get in touch with our team at the Fair; plus details of our on-stand demonstrations. The Frankfurt Book Fair is one of the biggest events of the academic calendar and it's our time to shine! The team attending the Fair are [Dan Filby, CEO](#); [John Sack, Founding Director](#); [Tracy Capaldi-Drewett, Vice President, EMEA Sales and Global Marketing](#); [Wendy Newsham, Vice President, North American Sales](#); and [Claire Milburn, Business Development Manager, EMEA](#). To book a meeting, please click on the names or see down for further details of how to get in touch.

Additionally, we also have the latest news round-up, thought leadership pieces, and updates from our support and technical teams, including news on the [latest site launches](#) from Andre Kvaternik, Senior Director, Professional Services.

We hope you find something of interest in this month's issue. Don't forget, if you want to book a meeting for Frankfurt, simply click on the links and if you'd like to get in touch, please email: tdrewett@highwire.org

All the best, and thanks for reading!



Tracy Capaldi-Drewett,
VP Global Marketing and EMEA Sales

CEO update

CEO update

by Dan Filby, CEO, HighWire

It has been an exciting and productive time for us at HighWire this quarter. On the event front, we have recently delivered our Publishers' Conference in Washington DC, which will be our 3rd successful Publishers' Conference for 2016. The HighWire team is also ready for the Frankfurt Book Fair commencing October 19th and the Charleston Library Conference on October 31st. We look forward to seeing you there!



Dan Filby

As we continue to build the team in Our Center of Excellence in Belfast, we reflect on what an incredible journey it has been so far. We now have a team of 54 talented, smart, hardworking HighWire team members sited in Northern Ireland. Growing our global footprint is having a meaningful impact on our ability to turnaround publishers' projects, and we are proud to have achieved something close to a continuous operation.

The investment we have made in Belfast combined with our outstanding Silicon Valley, Mid-West US, Eastern US, Canada, and England teams means that we are not only a great global organization, we are also a great local organization. Our publishers benefit from local operational support, local account management, and local senior leadership team representation, and this is underpinned by our global capability to support both publishers and their customers - wherever they may be.

As an independent organization with a long-term focus, HighWire will continue to invest in its technology and expertise to ensure it is the trusted partner delivering impactful solutions, innovation, and growth opportunities for our customers.

We look forward to seeing you at some or all of the upcoming events this fall.

Webinars





HighWire webinars

Self-Service Reporting

See the many improvements added to self-service capabilities in e-commerce, Direct Publishing, Custom Collections, and JCore.

Thursday, October 27, 10.00-11.00am PST.

To register for this session, please click [here](#)

Marketing Toolkit

Review of the HighWire Marketing provided for social, email, alerts, and e-commerce.

Wednesday, November 16, 10.00-11.00 a.m. PST

To register for this session, please click [here](#)

News, products, and updates

HighWire and Glencoe Software partner to deliver in-line video for journal publishers

Glencoe Software, Inc. is pleased to announce that HighWire has named Glencoe's Data InPress Video Injection Service as a partner for delivery of video content for its partner publishers. For any journal on HighWire's JCore platform, videos can automatically be inserted into published text and viewed on any computer, phone, or tablet.

[Read more ...](#)

Cold Spring Harbor Laboratory and HighWire Press announce one-click submission from bioRxiv to seven more leading biomedical journals from three publishers

American Society for Biochemistry and Molecular Biology (ASBMB), the American Physiological Society (APS), and The Public Library of Science (PLOS) have together added an additional seven journals to bioRxiv's one-click submission program supported by BenchPress, the manuscript submission system from HighWire Press.



[Read more ...](#)

Strategic partnership delivers results for HighWire customers and readers

HighWire Press announced the initial success of its partnership with TrendMD. The TrendMD content recommendation widget has delivered over 1.36 million additional article views to HighWire publishers, attracting over 272,000 new readers across 156 journals on the HighWire Open Platform.



[Read more ...](#)

First Minister visits HighWire office in Belfast



The First Minister of Northern Ireland, Arlene Foster and Dan Filby, CEO, HighWire

The First Minister of Northern Ireland, Arlene Foster, visited the recently opened HighWire office in Belfast, to welcome the Silicon Valley-based company and show her support for HighWire's investment in the local economy.

[Read more ...](#)

HighWire Belfast office welcomes Lord Mayor



Dan Filby, HighWire CEO (left) welcomes Lord Mayor of Belfast, Alderman Brian Kingston

HighWire hosted a visit from the Lord Mayor of Belfast, Alderman Brian Kingston, at the Center of Excellence in Belfast.

The Lord Mayor met with the HighWire team, including recent graduates of the HighWire Training Academy, he commented, "HighWire's commitment and focus on developing a high quality talent pool supports not only their business goals, but also benefits the Northern Ireland business community."

[Read more ...](#)

Site launches

Updates from Andre Kvaternik, Senior Director, Professional Services

September has been a busy month for the team with site launches for the **American Heart Association (AHA)**, **American Association for Cancer Research (AACR)**, and three JCore journals and a site migration for **Rockefeller University Press**.

Four AHA sites go live on JCore:

- [Hypertension](#)
- [Stroke](#)
- [ATVB](#)
- [Circulation Research](#)

All four sites are live on JCore, HW's Drupal platform. This is the 2nd launch for AHA - we launched their [Circulation](#) site on June 29th and we have seven more AHA site launches planned in the near future.

Four sites for AACR:

- [Cancer Immunology Research](#)
- [Cancer Prevention Research](#)
- [Cancer Epidemiology Biomarkers & Prevention](#)
- [Cancer Discovery](#)
- [AACR umbrella site](#)

Three JCore journal sites and one migration for Rockefeller University Press:

- [JCB: The Journal of Cell Biology](#)
- [JEM: The Journal of Experimental Medicine](#)
- [JGP: The Journal of General Physiology](#)
- [The Rockefeller University Press](#)

HighWire Annual Fall Publishers' Meeting

A small selection of photos and comments from our client event in Washington DC





Dan Filby opens the conference



Jim Longo and John Sack running the Vizor breakout session



Publishing Strategy session with Nina Hoffman @ASH_hematology & Mac Fancher @_AACC



Sweet tweet from @CenveoPublisher



The Many Pragmatic Uses of Impact Vizor: a brilliant session at #HighWireDC2016



Michael Keller, Stanford University opened proceedings on the final day of our conference

Adding value: thought leadership, events

Thought leadership blogs

Tiered pricing using the HighWire 'Shop for Journals' model

It's likely that you've only recently settled on your pricing for 2017 - but is your approach ensuring your subscribers are getting the best value for their money, and are you realizing the potential for growth with new customers? A tiered pricing structure can help with both.

... [Read more](#)

Data, what is it good for? Success ... that's what

Our world is driven by data. You may THINK that you decided to buy a new blue sweater at the mall last Thursday, but in fact the retailer analyzed data that drove marketing that ultimately lead you to purchase that sweater at the specific time and place that you bought it. Like it or not, it's a fact of (business) life.

... [Read more](#)

Blog from the archive:

How to Cite

Is less more, or is more, more? John Sack gives us his views ... [Read more](#)

Events in Q3-Q4: where we are and what we're doing

USA: SSP 2016 Fall Seminars, 4-5 October

5 October: Wendy Newsham moderating the morning session and on the panel of the afternoon session

Europe: STM Frankfurt Book Fair, 18 October

John Sack speaking on "*Publishing Innovations: Where do we produce more heat than light?*"

Europe: Frankfurt Book Fair, 19-21 October

To book a meeting with our team, click on the links below:

- [Tracy Capaldi-Drewett, VP EMEA Sales and Global Marketing](#)
- [Wendy Newsham, VP North American Sales](#)
- [Claire Milburn, Business Development Manager, EMEA](#)

Europe: HotSpot @ Frankfurt Book Fair, Hall 4.2, 20 October

John Sack presenting on "*Scientific Professional Information*" HotSpot

Europe: ISMTE, 9th Annual European Conference, Belgium, 31 October-1 November

USA: Charleston Conference, 31 October-5 November

Europe: CrossRef Annual Meeting, London, 1-2 November

Europe: UKSG One Day Conference and Forum, London, 15-16 November

Europe: STM Digital Publishing and Innovations, London, 6-8 December

HighWire at #DrupalCon

Representatives from the Belfast team attended the annual Drupal conference recently. DrupalCon is the name given to global conferences where thousands of Drupal developers, system engineers, designers, project managers, functional analysts, documentation specialists, media, and business people gather to participate in learning sessions, talks, code sprints, and social events. The team took part in events on offer and did a great job in promoting HighWire to the wider Drupal family!



Pictures of the team and goodies at DrupalCon

Focus on HighWire at ...



19-23 October 2016
**FRANKFURTER
BUCHMESSE**
Guest of Honour Flanders | Netherlands

We look forward to seeing you at our stand: H73, Hall 4.2

The team

Our team will be at the stand from 19-21 October. We're now accepting meeting requests, so please get in touch. The team this year is:



Dan Filby, CEO

Dan has more than 20 years of experience leading global organizations from Fortune 500 brands to start-up companies that provide software and technology enabled services. In these roles, he has transformed businesses to achieve healthy growth by increasing innovation, achieving operational excellence and fostering a culture where customer experience is the number one priority.

[@danfilby](#)



John Sack, Founding Director

John Sack is one of the founders of HighWire Press and focuses on market assessment, client relations, technology innovation, and the kind of thought leadership and industry-forward thinking that has defined HighWire's mission since 1995.

[@johnsack](#)



Tracy Capaldi-Drewett, Vice President, EMEA Sales and Global Marketing

Tracy is based in the UK, and joined HighWire in April 2016. He is leading business development and sales in Europe and the strategic development of HighWire's global marketing supporting customer, partner and channel relationships.

[@tracycapalidre](#)

tdrewett@highwire.org



Wendy Newsham, Vice President, North American Sales

Wendy is based on the East Coast, and has been with HighWire since May of 2015. Her role is to drive new business through strategic marketing and business development channels. She has worked in publishing for over 25 years, beginning with educational, the most recent 13 in the scholarly publishing market.

[@wendynewsham](#)

wnewsham@highwire.org



Claire Milburn, Business Development Manager, EMEA

Claire Milburn comes to HighWire with over 15 years of publishing and technology experience. Her experience has been in selling large enterprise level software and platform solutions to the scholarly publishing market, and building long-term partnerships with her customers, driving their growth and revenue.

cmilburn@highwire.org

On-stand events: product demonstrations

John Sack and team will be showcasing products with a series of timed on-stand demonstrations. The times will be announced shortly for the following showcases:

Wednesday 19th October

Vizor Suite

Folio

Thursday 20th October

Vizor Suite

Folio

Friday 21st October

Vizor Suite

Folio

Speaking engagements and events

STM Frankfurt 2016

John Sack will be speaking on "**Friction in the Workflow: Where are we generating more heat than light?**"

Abstract: 'In twenty years of web-based scholarly publishing, we have done a lot of automation, but not so much transformation. That is, the process of publishing is more efficient, but not very different. This had led to a number of "friction points" in the researcher's workflow where expectations often built on modern consumer technologies meet up with scholarly publishing processes often built around 'tradition'. What are these friction points and which can we address?'

Tuesday 18th October, 1.15pm

John Sack presents "Data Visualization: Data and Design for Publishing Decision-Makers" on the HotSpot stage at Frankfurt Book Fair

Thursday 20th October, 5.30p.m.

We look forward to seeing you in October!

And finally ...

HighWire act: Belfast team scales new heights for charity!

Brave HighWire staff, Ameer Ibrahim, Joanne Johnston and John Doherty took on the challenge to abseil 170 ft (12 stories) down the front of the iconic Europa hotel, Belfast recently for Tiny Life Charity. We're delighted to report that they made it in one piece and raised a good deal of money as a result. Nice work guys!



(l-r): Ameer, Joanne, and John

HighWire shortlisted for family friendly employer award

HighWire recently attended the Employers for Childcare Family Friendly Employer Awards at the Galgorm Resort and Spa, Northern Ireland.

HighWire was shortlisted as one of the top nine NI SME companies who provide excellent family friendly initiatives and who are committed to helping their employees achieve a balance between work and family lives. Unfortunately we did not win; however, being shortlisted for such a prestigious award highlights HighWire's commitment to family friendly initiatives whilst also providing us with the opportunity to learn from other organisations.



(l-r): Rob Smyth, Andrea White, and Thomas Raju at the awards

Subscribe to the HighWire blog:

blog.highwire.org



HighWire Press, 425 Broadway St, Redwood City, CA 94063

[SafeUnsubscribe™ {recipient's email}](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by marketing@highwire.org in collaboration with



Try it free today