

Online Journal Discovery and Delivery

- *a training course offered in conjunction with ALPSP*
- *26th March, New York & 28th March, Washington, DC*

So, you have built a platform for your journals, it looks fantastic, it's state of the art, it has all the features a researcher could want or need.

But will anyone ever see it?

In a world where the discovery of content happens in a multitude of places but rarely at the point of content delivery, where library technology and authentication combine to put up perceived barriers to content, and where readers will have a vastly different experience of finding and accessing content depending on where they live in the world, it's not as straightforward as building a feature-rich and well-designed website.

The course will take delegates on the journey their readers often take, starting at the key discovery resources, travelling through library technology and authentication mechanisms and ending up with the delivery of an article. It will highlight the challenges the user faces along the way and give tips for making the reader journey as easy as possible.

What will you learn?

The course will answer some of these commonly asked questions about discovery and delivery of academic content.

- Why do some authentication methods not work in some countries?
- Why do people use Sci-Hub when they work in well-funded institutions?
- Why do librarians spend so much money on infrastructure?
- Why are the usage statistics for my hybrid OA content not higher than my subscription content?
- Doesn't everyone just use Google?
- What do I need to do to maximise discovery?
- How do I reach my readers if they are hidden within their institution?

Who should attend (All levels)

Sales, marketing and customer service staff of all levels, management, editorial, legal staff, and technical staff needing to understand how the publisher fits into the researcher workflow. This course offers significant insight into the user journey from discovery to delivery, for subscribed and open access content, which needs to be widely understood by all departments within the publishing business.

Booking and More Information

New York, NY: <https://www.alpsp.org/Training/Online-Journal-Discovery-and-Delivery-US/63243>

Washington, DC: <https://www.alpsp.org/Training/Online-Journal-Discovery-and-Delivery-US/63242>