

Annual Meeting Program Highlights

Serving the Readers of Scientific Publications

Grand Hyatt Hotel
Washington, DC
5-8 May 2001

Ann Link Chair, Program Committee

The 2001 CSE annual meeting—focusing on readers' needs—will open with a keynote address by Vitek Tracz, chairman of the Current Science Group, of which Biomed Central is a member company.

Tracz has created numerous products specifically for the medical community. He founded a production company for medical films, then left film-making to start a medical book publishing company. He has since created several print publishing companies concentrating on medicine, and his latest ventures include Web services for clinicians and medical researchers. Tracz will recount his experiences in identifying the needs of the medical community and developing per-

minent products.

The second day of the meeting has several exciting sessions. Edward Tufte, an internationally known expert on graphic presentation of information, will be our plenary-session speaker. Tufte, author of *The Visual Display of Quantitative Information*, will discuss methods for combining visual, quantitative, and verbal evidence. Later in the day, attendees can choose from two interesting options: a retreat on authorship and a workshop on evaluating Web sites.

Those who attend the authorship retreat will hear from journal editors who have changed their policies regarding authorship. The audience will be encouraged to share opinions concerning possible initiatives to promote responsible authorship.

Those who attend "Onsite Evaluations of Web Sites" will get a hands-on workshop led by Dan Boyarski, Carnegie Mellon professor and chairman of the Communications Design Program. Boyarski will focus on ways

to compare Web sites with print publications and determine their usefulness. He will briefly describe usability studies and then evaluate the quality of three Web sites. The session will end with a volunteer using a Web site while Boyarski comments on the weaknesses of the site revealed by the user's difficulties.

The committee is putting the finishing touches on 25 additional sessions addressing readers' needs and topics of current interest to the writers, editors, and publishers of scientific research. Among topics to be addressed in these five sets of five concurrent sessions each are the globalization of publishing, the role of editors in cross-disciplinary communication, editing for the Web, obtaining better papers, the National Library of Medicine electronic reference guidelines, where readers want to do their reading, the cultivation of reviewers, and online manuscript tracking.