Working with Medical Societies

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MedComms Networking Brunch Club
www.MedCommsNetworking.com

6 July 2017
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Wiley publish 1600 journals and 9000+ books, including many reference works and databases.

With strengths in every major academic, scientific and professional field; Wiley has published the work of more than 490 Nobel Laureates.

Professional development, education books, online program management services etc.
What is a Society?

• By ‘Societies’ we usually mean a membership-based organisational body with a thematic focus

• The memberships of our Societies are usually academics, researchers and/or practitioners

• Membership can represent a small or a large proportion of the community

• They may be Societies, Associations, Colleges, Foundations, Departments, Institutes
What do Societies look like?

• They may be professionally run by a combination of salaried employees and volunteers

• They may have numerous sub-groups within the main Society

• They may publish more than one journal

• They may have other educational activities

• They may be wealthy and have impressive offices
What do Societies do?

- Represent the interests of members
- Provide training and educational programs
- Publish content: Journals, newsletters, websites
- Award prizes
- Provide advice to and help educate the community about the profession/field
- Fund projects
What do Societies do?

Common goal of all Societies: Support the development of the field

- Regulate professional accreditation
- Provide ‘expert’ consultation to government or industry panels
- Lobby the Government on matters of import to the Society
- Work with professional standards boards
- Advocate for the profession/field in wider Society
- Advise universities and teaching institutions in provision of training to students
What are Societies Interested In?
Publication quality

<table>
<thead>
<tr>
<th>Content</th>
<th>Production</th>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Academically rigorous</td>
<td>• High quality production values in print and online</td>
<td>• For editors, authors, reviewers, readers</td>
</tr>
<tr>
<td>• Novel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Ethically sound</td>
<td></td>
<td></td>
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</tbody>
</table>
What do Members Want?

Top five activities for Silents
- Reading association publication(s).
- Voting in association elections.
- Attending annual meeting/trade show.
- Attending regional or sectional event(s).
- Visiting members-only section of website.

Top five activities for Boomers
- Reading association’s publication(s).
- Attending annual meeting/trade show.
- Visiting members-only section of website.
- Voting in association elections.
- Attended regional or sectional event(s).

Top five activities for Generation X
- Reading association publication(s).
- Attending annual meeting/trade show.
- Attending regional or sectional event(s).
- Visiting members-only section of website.
- Voting in association elections.

Top five activities for Millennials
- Reading association publication(s).
- Attending annual meeting/trade show.
- Attending regional or sectional event(s).
- Visiting members-only section of website.
- Participating in association’s public social media network(s).

Source: Society membership: the generation gap, Wiley
# Content Quality is Vital

<table>
<thead>
<tr>
<th>Top 5 reasons for joining*</th>
<th>Silent Generation</th>
<th>Baby Boomers</th>
<th>Generation X</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of research-based content</td>
<td>1.77</td>
<td>1.86</td>
<td>2</td>
<td>2.05</td>
</tr>
<tr>
<td>Prestige of organization in your field</td>
<td>1.98</td>
<td>2.11</td>
<td>2.33</td>
<td>2.57</td>
</tr>
<tr>
<td>Required certification for career</td>
<td>2.04</td>
<td>1.97</td>
<td>2.36</td>
<td>--**</td>
</tr>
<tr>
<td>Required to attend conference/annual meeting</td>
<td>--</td>
<td>2.23</td>
<td>2.37</td>
<td>2.55</td>
</tr>
<tr>
<td>Networking opportunities</td>
<td>2.09</td>
<td>2.28</td>
<td>2.39</td>
<td>2.6</td>
</tr>
<tr>
<td>Value of membership benefits to me</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>2.83</td>
</tr>
<tr>
<td>Other</td>
<td>2.17</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

* Based on mean ranking (lower number represents higher rank)

** Where "--" appears, this reason was not included in their top 5 rankings

Source: Society membership: the generation gap, Wiley
What are Societies Interested In?

Impact

<table>
<thead>
<tr>
<th>Scholarly impact</th>
<th>‘Real-world’ impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Contributing to the development of knowledge and the discipline</td>
<td>• Changing behaviour</td>
</tr>
</tbody>
</table>
What are Societies Interested In?

Relevance

To Society members

To the broader readership
When Engaging with Societies

Focus on…

• Stewardship of their brands
• Content quality
• Membership engagement
• Educational value
• (Revenue)
When Engaging with Societies

Remember…

• Work through the publisher (if there is one), they generally provide all the publishing services
  • Peer Review System
  • Copyediting
  • Composition
  • Production
  • Paper, printing and binding
  • Online Platform
  • Postage

• Fulfilment
  • Storage & Handling
  • Distribution
  • Marketing
  • Global Sales
  • Journal Management

WILEY
When Engaging with Societies

Remember…

• Work through the publisher (if there is one), they are on your side
  • Royalty on revenue
  • Grants to underwrite expenses of editorial operations
  • Editorial Board and strategy meetings
  • Grants to underwrite technical innovations
  • Content creation and/or editing
When Engaging with Societies

Remember...

- Editors aren’t Societies, Societies aren’t Editors

- Focus on the Society’s aims and objectives
Thank you

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