

Workshop in China: The CrossRef Experience

In association with Zhejiang University Press and Chinese Laser Press

We invite you to attend the first Chinese CrossRef Workshop, to be held in Shanghai, on Wednesday 29 April 2015.

This workshop will present existing and new developments at CrossRef and explain how publishers and others in scholarly communication can benefit from CrossRef services.

The workshop has been developed from the highly successful annual meetings held in the US and UK, and is being held in Shanghai to provide members of the scholarly communications community in China with a convenient opportunity to participate in the CrossRef Experience.

CrossRef (www.crossref.org) serves as a digital hub for the scholarly communications community. A global not-for-profit membership organization of scholarly publishers, CrossRef's innovations shape the future of scholarly communications by fostering collaboration among multiple stakeholders. CrossRef provides a wide spectrum of services for identifying, locating, linking to, and assessing the reliability and provenance of scholarly content.

The workshop is relevant for the following audiences

- English-language scholarly publishers. Both CrossRef members and non-members are welcome
- Academic libraries
- Other organizations that provide services such as
 - Linking from bibliographic records to full text content
 - Discovery services
 - Citation analysis
 - Journal and other scholarly publication hosting
 - Editorial and production services for scholarly publishers

There is no cost for attending the workshop, however all participants must register for the event. The workshop will be conducted in English but translators will be available to help with questions. Space is limited.

Register now: dengying@siom.ac.cn (Ying Deng, Chinese Laser Press)

Programme

Speakers from CrossRef will present information and take questions on the following topics:

- An introduction to CrossRef
 - Membership benefits and requirements
 - CrossRef DOIs
 - How they provide, reliable linking to online content and improve discoverability of scholarly publications
 - How to assign and manage them

- Why adding CrossRef DOI links to references is necessary and good.
 - CrossRef Tools for Publishers and the Public
 - Search and discovery services at CrossRef
- CrossRef's Optional Services
 - Cited-by Linking
 - Adding value for readers and authors by displaying and linking to scholarly articles and other content that cites your publications
 - CrossRef Metadata Services
 - Increasing visibility and traffic by distributing publisher metadata to discovery services and others.
 - CrossCheck Plagiarism Screening Service
 - Improve publication quality by helping to detect submissions that duplicate published content.
 - CrossMark Publication Record service
 - Provide readers with an easy way to see corrections, retractions and other updates and changes.
 - Display important additional information about peer review, funding, licenses, links to data, and other information.
 - FundRef Funder Identification
 - Provide a consistent way to display research funding on scholarly articles and other documents.
 - Let agencies, universities, researchers, and the public track publications that result from specific funders
 - Text and Data Mining
 - What it is, why it is needed and how CrossRef can help streamline the process getting and granting permission.

The workshop will take place at Yan'an Hotel, No.1111, Middle Yan'an Road, Jing'an District, 200040 Shanghai, China
 Yan'an Hotel Website: <http://www.yananhotel.com/en/index.html>

If you wish to attend, please register by email dengying@siom.ac.cn (Ying Deng, Chinese Laser Press)

CrossRef 中国研讨会

CrossRef 联合浙江大学出版社、中国激光杂志社共同主办

我们邀请您参加 2015 年 4 月 29 日（周三）在上海举办的首届中国 CrossRef 研讨会。研讨会将提供 CrossRef 已有及最新技术进展，阐释出版人和其他学术传播从业者如何从 CrossRef 提供的服务中受益。此前 CrossRef 于美英两国举办年会且十分成功，此次移师上海，意在为中国的学术传播者提供参与 CrossRef 的便捷机会。

CrossRef (www.crossref.org)意在成为学术传播的数字中心。作为一家全球学术出版者的非盈利机构，CrossRef 的种种创新举措，通过促进行业合作，描画了学术传播的未来。

CrossRef 提供广泛的服务，包括对学术内容的识别、定位、链接以及可靠性和发源地评估。

欢迎下列人员参与研讨会：

1. 英文学术出版人。非 CrossRef 会员亦可参加。
2. 高校图书馆员
3. 提供下列服务的其他机构：将书目信息链接至全文、探索服务、引用分析、主办期刊和其他学术出版物、为学术出版者提供编辑、生产服务。

参会免费，但所有参会者须注册。会议语言为英文，提问环节提供语言翻译。名额有限。

现在注册，请填写附件的注册回执表，发送到 dengying@siom.ac.cn（邓迎，中国激光杂志社）。

会议日程

CrossRef 演讲人将就以下话题提供信息并接受提问：

1. CrossRef 介绍
 - 1.1 会员权利和入会条件
 - 1.2 CrossRef DOIs
 - 1.2.1 DOI 如何提供在线内容的可靠链接，使学术出版物更易被发现
 - 1.2.2 如何分配和管理 DOI
 - 1.2.3 使用 DOI 链接的理由
 - 1.3 CrossRef 工具（对出版人及大众）

CrossRef 检索、发现服务

2. CrossRef 可选服务
 - 2.1 被引链接——展示和链至引用该出版物的学术论文及其他内容，使读者、作者受益
 - 2.2 CrossRef, 元数据服务——将出版人提供的元数据分送至发现服务等，以提升显示度和流量
 - 2.3 CrossCheck, 防抄袭服务——检测投稿中的重复内容，提升出版物质量
 - 2.4 CrossMark, 出版物记录服务
 - 2.4.1 为读者提供便捷，轻松追踪修订、撤回及其他更新或修改记录
 - 2.4.2 展示重要相关信息，如同行评审、基金资助、许可、链接，等
 - 2.5 FundRef, 识别基金赞助者
 - 2.5.1 提供一种标准方式，展示学术论文及其他文献所受资助情况
 - 2.5.2 方便机构、大学、研究人员以及公众追踪某种基金资助的出版物
 - 2.6 文本和数据挖掘——是什么，为何需要，CrossRef 如何帮你做到？

时间：2015 年 4 月 29 日（周三）

地点：上海市静安区延安中路 1111 号延安饭店兴会厅

饭店网址：<http://www.yananhotel.com/>

联系人：邓迎 中国激光杂志社 dengying@siom.ac.cn

Ms Carol Anne Meyer

Business Development
and Marketing
CrossRef, USA

Ms Yang Lei

General Manager of
Chinese Laser Press,
Shanghai, China

Ms Yuehong Zhang

Chief editor of J of
Zhejiang University-
Science(A/B/C)
VP, Society of China Univ
ersity Journals

CrossRef 中国研讨会

报名有关事项和回执表

- 1、欢迎图书馆、科研服务、学术出版单位负责人参加；
- 2、时间：2015 年 4 月 29 日（周三）
地点：上海市静安区延安中路 1111 号延安饭店兴会厅
饭店网址：<http://www.yananhotel.com/>
- 3、本次研讨会由 CrossRef 赞助，名额有限。根据报名时间先后，资助前 200 家报名单位，每家 1 个名额，含参会资料费、午餐费；超过 200 名的限额，欢迎参加，午餐需自理；
- 4、请使用中、英文填写以下报名回执表，报名参加会议。同一报名人请同时填写中文信息和英文信息。回执表发送到 dengying@siom.ac.cn，电话：021-69918579。
- 5、名额有限，请尽快注册。

| | 姓名 | 工作单位 | 职务/职称 | 联系电话 | 邮箱 | Crossref 会员(是/否) |
|----|----|------|-------|------|----|------------------|
| 中文 | | | | | | |
| 英文 | | | | | | |
| 中文 | | | | | | |
| 英文 | | | | | | |