SUBSCRIBE TO OPEN
CHARLESTON PRECONFERENCE PROGRAM
Francis Marion, Carolina Ballroom
November 7, 2023
### Welcome and Introduction

Antonia Pop, Vice President, Publishing, *University of Toronto Press*

### The Story Behind S2O: Inspiration and Essential Elements

Wendy Queen, Director, *Project MUSE*

Raym Crow, Managing Partner, *Chain Bridge Group*

Richard Gallagher, President and Editor-in-Chief, *Annual Reviews*

### Morning Break

### Subscribe to Open in Practice: Publisher Lightning Round

Gaynor Redvers-Mutton, Associate Director Business Development & Sales, *Biochemical Society*

Melissa Junior, Executive Publisher, *American Society for Microbiology*

Stacey Burke, Publications Director Digital, Marketing and Library Relations, *American Physiological Society*

Sandra Shaw, Director, Editorial, Design and Production, *University of Toronto Press*

Lauren Kane, CEO, *BioOne*

### Subscribe to Open in Practice: Library Lightning Round

Curtis Brundy, Associate University Librarian, *Iowa State University*

John Felts, Head of Information Technology and Collections, *Coastal Carolina University*

Moriana Garcia, Scholarly Communication Librarian, *University of Rochester*

Kate McCready, Visiting Program Officer, *Big Ten Academic Alliance*

Jason Price, Research and Scholarly Communication Director, *SCELC*
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1:00 – 1:45

Subscribe to Open Misperceptions, Challenges, and Learnings
Barbara Kline Pope, Executive Director, Johns Hopkins University Press
Young Lee, Marketing and Library Relations Manager, Berghahn Books
Sophi Tranchell, Marketing Director, Pluto Journals
Katherine Brooks, Collection Analysis Librarian, Columbia University

1:45 – 2:30

Implementing Subscribe to Open: Practical Considerations and Challenges
Andrea Lopez, Director of Sales, Partnerships & Initiatives, Annual Reviews
Cason Lynley, Director of Marketing, Sales & Finance, Duke University Press
Kevin Steiner, Head of Global Sales and Advertising, AIP Publishing
Keith Layson, Senior Manager: Sales, Partnerships, and Initiatives, Annual Reviews
Kelley Squazzo, Director of Library & Publisher Partnerships, Project MUSE
Ghais Najjar, RO North America – Lead, Karger

2:30 – 2:45

Afternoon Break

2:45 – 3:15

Conditional Open Access Models for Scholarly Monographs
Amy Harris, Senior Manager, Library Relations and Sales, MIT Press
Emily Poznanski, Director, Central European University Press

3:15 – 3:45

Ask Us Anything: Q&A with all of the day’s speakers
All speakers.
Moderated by Antonia Pop, Vice President, Publishing, University of Toronto Press
Curtis Brundy, Associate University Librarian, Iowa State University