

Researcher Engagement & Outreach

Market forces are creating pressures on the scholarly publication landscape. New open access (OA) business models require publishers to increase the volume of submissions and published articles. Additionally, researchers are now bearing the burden of conforming with OA and funder mandates, understanding copyright issues, and complying with data management requirements.

Publishers and societies are increasingly faced with the need to relate directly to researchers, which requires a one-on-one approach that increases the publisher's visibility and brand as well as its reputation for author support. Researcher-facing outreach and education is the optimal approach to engaging with researchers to maintain OA authorship levels, improve lead-generation and submission rates, build journal loyalty, and thrive in a rapidly evolving publishing environment.

Maverick has designed a researcher-led program of educational webinars that can be tailored to areas of study, language, and region specific to the publisher or society. The series of modules has been curated around primary areas of interest and known pain points. Following are examples of some of the available webinar topics:

- Open data/open science requirements
- OA models and implications
- Understanding transformational agreements
- Copyright basics and implications of copyright retention
- Research integrity: images, papermills,
- Selecting the right publisher
- How to use a preprint server or institutional repository
- How to use (and not use) AI tools to speed up the article creation process
- Study design and data collection
- Selecting the right journal
- Best practices for use of a preprint server or institutional repository
- Ways to increase the visibility of your work
- Overcoming language barriers
- Understanding and managing peer review

Webinars can also be tailored to your unique needs for bespoke content that can be 'white labeled.' Additional optional peripherals, such as a downloadable handbook are also available. The entire program can be tailored to serve the needs of researchers throughout the publishing cycle.

For further information, contact:

Rebecca Rinehart CEO and Head of US Operations

rebeccaR@maverick-os.com

Rebecca Moakes Head of EMEA Business Development

rebecca@maverick-os.com

Gareth Dyke Senior Associate

gareth.dyke@maverick-os.com