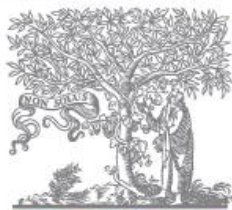




# Elsevier Author Seminar



ELSEVIER



**Universidad Politécnica de Madrid, July 9<sup>th</sup> 2015**

**"How to Write Great Papers:  
From title to references,  
from submission to publication"**

**Elsevier**, in collaboration with the **Universidad Politécnica de Madrid**, is pleased to invite you to attend the Author Seminar **"How to Write Great Papers: From title to references, from submission to publication"** which will take place on July 9<sup>th</sup> at Salón de actos, E.T.S. de Ingenieros Industriales.

The objective of this seminar is to introduce young researchers to skills necessary for the development of a good research article, according to the criteria required by the majority of national and international academic journals. The speakers will share their experiences of editing and publishing articles and their proposals for improvement of the quality and visibility of the scientific publication.

The seminar will be led by **Laney Zhou**, Executive Publisher, Engineering, Elsevier and **Massimiliano Bearzot**, Customer Consultant, Elsevier, who are accredited and experienced international professionals in publishing.

We hope you will participate in this important and interesting seminar.

## INFORMATION

**Date:** July 9th, 2015  
**Hour:** 10:00 hr- 13:00 hr.  
**Place:** E.T.S. de Ingenieros Industriales  
Salón de actos  
José Gutiérrez Abascal, 2  
28006 Madrid

## AGENDA

- 10:00** Registration
- 10:15** Welcome address by Maria Boyer Lagos, Director, Biblioteca Universitaria de la Universidad Politécnica de Madrid
- 10:25** Welcome address by a representative of Elsevier
- 10:30** "How to Write Great Papers: From title to references, from submission to publication" by Laney Zhou, Executive Publisher, Engineering, Elsevier
- 12:00** Break
- 12:15** "Mendeley: your research, anywhere" by Massimiliano Bearzot, Customer Consultant, Elsevier
- 12:45** Q&A Session
- 13:00** End of the Seminar

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Breaking Boundaries.*