Event Guide

Internet Librarian International

GET REAL. STAY RELEVANT.

13 OCTOBER 2010
WORKSHOPS

14 & 15 OCTOBER 2010
CONFERENCE AND SPONSOR SHOWCASE

NOVOTEL LONDON WEST, LONDON, UK

www.internet-librarian.com

THE INNOVATION & TECHNOLOGY CONFERENCE FOR INFORMATION PROFESSIONALS

digital libraries

knowledge and information management

library systems

search and discovery

social media
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Michael Stephens, Dominican University and Tame the Web (USA)
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Internet Librarian International is produced by global publishing and conference house, Information Today, offering a complete range of tools and resources for today’s information professional.
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Sponsors, Supporters and Partners
In addition to the support of our commercial sponsors, shown on the front cover, Internet Librarian International is partnered by world-leading industry associations, communities and publications. See pages 18-22 for details of this year’s supporters and media partners.

Catering
Coffee breaks and lunch will be served in the Champagne Suite: Mancy and Avize.

Conference Presentations
Copies of the speakers’ presentations/slides are available for downloading from the conference website at: www.internet-librarian.com/2010/presentations.php
User/Password: ili2010/ili2010

VISIT the Streaming Media EXPO
Your delegate badge also gives you access to the Streaming Media EXPO, taking place downstairs in the Novotel’s Chablis Suite on 14 and 15 October. Don’t miss the opportunity to check out the latest video tools, technologies and resources for education, business, government, broadcast and entertainment markets.

Special Networking Opportunities
A unique feature of Internet Librarian International is the opportunity to get to know your colleagues from around the world with whom you have common interests. The activities shown below give delegates time to meet and talk informally.

Delegate Lunches
Lunch is included as part of your conference registration so you can continue your learning process by talking with your fellow delegates about their work.

Drinks Reception
All conference delegates and speakers are invited to a Drinks Reception from 17.00 – 18.00 on Thursday 14 October, in the sponsor area, hosted by Information Today.

Networking Dinners
Join an informal group of conference delegates and speakers for dinner at a neighbourhood restaurant on Wednesday or Thursday evening. Check the notice board onsite if you have not already signed up for a dinner.

SLA Reception
SLA Europe and Information Today are pleased to present an evening of networking drinks, generously sponsored by Infotrieve on 10 October 18.30 – 20.30.

SerialsSolutions Breakfast
SerialsSolutions will host a customer breakfast on Friday 15 October from 07.30 – 08.45. If you have not already signed up please check at the Registration Desk to see if spaces are available.
www.serialssolutions.com

Networking Before and After the Conference
Join the conversation on Twitter, through blogs, and with our Facebook group.
Twitter hash tag: ili2010
Conference tag: ili2010
Facebook group: Internet Librarian International
Linkedin group: Internet Librarian International

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Welcome

We’re delighted to welcome you to the 12th year of Internet Librarian International – the innovation and technology conference for information professionals.

Over the next couple of days we hope you’ll learn about new technologies and techniques that you can apply in your own information setting. You’ll update your professional skills, whilst sharing ideas and best practices – not just with our expert speakers, but also with your colleagues from around the world.

At Internet Librarian International our focus is on knowledge and information management, library systems, e-resources, search and discovery, and digital libraries. This year the conference takes as its theme ‘Get real. Stay relevant’ and aims to help you ensure that your services remain pertinent and cost-effective whether you’re working inside or outside of the traditional library space, designing websites, evaluating content, or acting as an independent researcher.

While you’re here, please get to know our sponsors in Internet Librarian International’s Sponsor Showcase, and learn more about the range of innovative information products and services that they offer, and how they could be used within your organisation.

Finally, we hope you’ll get to know your fellow delegates at our informal networking events. The conversations that begin at Internet Librarian International continue long after the conference is over, providing a global network of ideas and support and encouraging the sharing of best practice on a worldwide scale.

We look forward to joining the discussion!

Conference Overview
Two Inspirational Keynotes

What Would Socrates Say?

Robert Rowland Smith, Author (UK)

Best-selling author, scholar and consultant, Robert Rowland Smith, brings his unique perspective on daily life to the world of information. In his book Breakfast with Socrates, he applied the thoughts and teachings of philosophers to the mundane tasks of everyday life. He characterised Socrates as intensely curious, with a probing and inventive mind. How can philosophy help internet librarians reflect on what we do, and on our role within our organisations? In the knowledge economy, where work becomes intangible and spending on services declines, how do we demonstrate the basic worth of what we produce?

Getting Real about Social Media

Hazel Hall, Edinburgh Napier University (UK)

As a firm advocate of social media, Hazel Hall, Director of the Centre for Social Informatics at Edinburgh Napier University; Executive Secretary for the Library and Information Science Coalition; and the 2009 IWR Information Professional of the Year, reveals the relevance of social tools for information professionals. In this exhilarating and practical keynote speech, she will unveil the hidden potential of social media, including personal professional development opportunities, knowledge management applications, and alternative research sources. She will also share her views on guerilla tactics for exploiting social networks.

Closing Panel

Library Futures: Views and Visions for the Future of Libraries and Information Professionals

Thomas Brevik, Åke Nygren

Release your inner geek by hearing what these über geeks have to say about the latest developments in internet and library technology, both in the near and far future. What are the implications of technological innovations for libraries? Come prepared to question the panellists’ philosophies of libraries and to adjust your own thinking about the future of your information seeking, managing and adoption strategies.

Sponsor Showcase

Internet Librarian International’s unique Sponsor Showcase provides a central networking hub for informal demos and conversations with the event’s sponsors – global information product and service providers. The Showcase is open throughout the conference on 14 and 15 October.
## Conference at a Glance

### Thursday 14 October

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<td></td>
<td><strong>What Would Socrates Say?</strong></td>
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<td></td>
<td>Robert Rowland Smith, Author (UK)</td>
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<td><strong>Information Discovery</strong></td>
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<td><strong>A101 Future Success Must be Earned</strong></td>
<td>Barbro Wigell-Ryynäinen, Ministry of Education and Culture (Finland)</td>
<td>Patrick Kremer, INIST/CNRS (France)</td>
<td><strong>C101 Relating Value to Price and Budget</strong></td>
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<td>Oliver Howe, Gale Cengage Learning (UK)</td>
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<td><strong>A102 Future of Academic Libraries</strong></td>
<td>Mal Booth, University of Technology Sydney (Australia)</td>
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<td><strong>C102 Monitoring and Maximising Organisational Impact</strong></td>
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<td>Michael Jubb, Research Information Network (UK)</td>
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<td>12.30 – 14.00</td>
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<td><strong>C104 Digital Services, Meet Customer Satisfaction</strong></td>
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<td><strong>B101</strong></td>
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<td>15.00 – 15.45</td>
<td><strong>A103 Library Teams and Peer Collaboration</strong></td>
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<td><strong>Discovery, Dissemination and Outreach</strong></td>
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<td><strong>A104 Evolution of Working Environments</strong></td>
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<td>David Kane, Waterford Institute of Technology (Ireland)</td>
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<td>A201</td>
<td><strong>Transparency in Hyperlinked Libraries</strong></td>
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<td>A201</td>
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<td>Frode Hegland, The Hyperwords Company (UK)</td>
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<td>Fred Guy, EDINA (UK)</td>
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<td>C201</td>
<td><strong>Taking the Library to the Learner</strong></td>
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<td><strong>Social Research</strong></td>
<td>Karen Blakeman, RBA Information Services (UK)</td>
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| 15.30 – 16.15| **Library Futures: Views and Visions for the Future of Libraries and Information Professionals** | Thomas Brevik, Royal Norwegian Naval Academy (Norway)  
Åke Nygren, Stockholm Public Libraries (Sweden) |

**DID YOU KNOW?**
Your delegate badge also gives you access to the Streaming Media EXPO, co-located with Internet Librarian International on 14 and 15 October. Check out the latest online video tools, technologies and resources for education, business, government, broadcast and entertainment markets.
### Workshops at a Glance

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<td><strong>Effective Use of the Social Web in Organisations</strong></td>
<td>Brian Kelly, UKOLN (UK), Ann Chapman, University of Bath (UK)</td>
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<td>14.00 – 17.00</td>
<td><strong>Library Mashups</strong></td>
<td>Tony Hirst, The Open University (UK)</td>
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<td>10.00 – 13.00</td>
<td><strong>WebSearch Seminar</strong></td>
<td>Marydee Ojala, ONLINE Magazine (USA)</td>
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<td><strong>A Roadmap to the Hyperlinked Library</strong></td>
<td>Michael Stephens, Dominican University &amp; Tame the Web (USA), Mal Booth, University of Technology Sydney (Australia)</td>
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**Effective Use of the Social Web in Organisations**

Brian Kelly, UKOLN (UK), Ann Chapman, University of Bath (UK)

The benefits of the social web for libraries and information departments are now evident and many have adopted blogging, microblogging, and other social network tools. But the deployment of such services can be hindered by various barriers, such as concerns over legal issues, misuse, copyright infringement, perceptions of relevance and appropriateness, and concerns over reliability and sustainability. Individuals may worry about their use of social media in a professional context. Ways of addressing such concerns include use of appropriate policies covering use of the social media services and procedures for addressing problem areas (such as rapid take-down policies), risk assessment and risk management approaches as well as the need for staff development and training. This workshop session will provide an opportunity for participants to discuss barriers they have encountered and explore how such barriers can be surmounted.

**WebSearch Seminar**

Marydee Ojala, ONLINE Magazine (USA)

Today’s difficult economy requires information professionals to keep on top of technological and content changes that affect their ability to deliver relevant research results in a timely, cost-effective manner. It is the intricacies of search, the knowledge of niche search engines and the use of advanced search techniques that sets information professionals apart from the amateurs and validates their value to their organisations. This workshop, given by an experienced web researcher, investigates power search methods, alternative search engines, geographic differences, multimedia search, real time and social resources, special search features and specific information-rich websites in a variety of subject disciplines. Learn tools, techniques and tricks to enhance your competency, creativity and current awareness of web search. Take your search skills to the next level by attending this updated seminar.

**Library Mashups**

Tony Hirst, The Open University (UK)

Although there is a surfeit of content now available via web syndication feeds such as RSS and Atom, knowing what to do with it can be something of a problem. In this workshop, technology expert Tony Hirst will review what RSS is, what it can do, where it can be found, how you can generate it, and most importantly of all, what you can usefully do with it. He will describe practical examples of how to use RSS within the library context, in particular drawing on Yahoo! Pipes as an environment for developing – with no programming experience required – your own library mashups. If you’ve ever wanted to build your own feed aggregator, filtered or not, or your own TiCToCs feed’n’reading list powered current awareness tool, this workshop will show you how.

**A Roadmap to the Hyperlinked Library**

Michael Stephens, Dominican University & Tame the Web (USA), Mal Booth, University of Technology Sydney (Australia)

What does a connected world of continuous computing mean for 21st century libraries? This workshop provides a roadmap toward becoming the hyperlinked library – transparent, participatory, playful, user-centred, and human, while still grounded in our foundations and values. The notion of the hyperlinked library is relevant to academic, public, government, and commercial libraries, having its roots in the library 2.0 philosophy of collaboration, transparency, and empowerment. Bringing the library staff right to wherever the user happens to be online is a key component. But how do you do that – and how do you do it well? Emerging technologies will force many information professionals into thinking about new ways to reach their users and potential users. The roadmap that Professor Stephens has developed will ease your journey towards the hyperlinked library. Mal Booth brings his University of Technology “no rules” philosophy to the workshop.

The Internet Librarian International workshops are designed to offer in-depth, interactive learning in small groups. The instructors are experienced librarians and information professionals, all practising experts in the subject areas.
Reference & Research
Online ~ Print ~ Microfilm

Come and visit our stand in the Sponsor Showcase or visit www.cengage.com
“Voltaire! Just think of the scathing one-liners he could put on Twitter.”

**What Would Socrates Say?**

*Robert Rowland Smith, Author (UK)*

Best-selling author, scholar and consultant, Robert Rowland Smith, brings his unique perspective on daily life to the world of information. In his book *Breakfast with Socrates*, he applied the thoughts and teachings of philosophers to the mundane tasks of everyday life. He characterised Socrates as intensely curious, with a probing and inventive mind. How can philosophy help internet librarians reflect on what we do, on our role within our organisations? In the knowledge economy, where work becomes intangible and spending on services declines, how do we demonstrate the basic worth of what we produce?

**Looking Ahead to Value**

Champagne Suite: Morangis

**Future Success Must be Earned**

*Barbro Wigell-Ryynänen*, Ministry of Education and Culture (Finland),

*Oliver Howe*, Gale Cengage Learning (UK)

Libraries are now competing with other players such as Google and must focus on expertise and emphasise quality in order to meet future challenges. Finnish libraries are heavily used, both as physical and virtual spaces. Behind the success story is a framework for continuous development of services. The secrets to their success can be applied to other types of libraries and other countries.

**Future of Academic Libraries**

*Mal Booth*, University of Technology Sydney (Australia),

*Michael Jubb*, Research Information Network (UK)

At University of Technology Sydney (UTS), plans for a new library building are fuelling a re-imagining of the library and its services. The aim is to have a sustainable, client-focused and innovative library, situated equally in the physical and digital environments. The challenge of demonstrating value is addressed in research from RIN, which centres on how libraries can sustain their position in supporting the missions of their host universities. What are the relationships between levels of expenditure, usage and research success of library collections? Looking ahead 20 years, RIN speculates on future scenarios and examines value propositions.

**Library Teams and Peer Collaboration**

*Andrew Clark*, UCB Celltech (UK),

*Helen Fallon*, National University of Ireland Maynooth (Ireland),

*Sharon Bostick*, University of Missouri, Kansas City (USA)

At pharmaceutical company UCB, strategic library planning and the need to maximise the value of library content and services enabled the small specialist global library team to make changes across the organisation. Its success with technology innovation significantly influenced corporate initiatives and ensured that the library remains a high performing team. Global cooperation is also the theme of an academic writing programme for librarians developed in Ireland. A collaborative peer-support blog is used across continents to use technology to further develop academic writing.

**Evolution of Working Environments**

*Helen Leech*, Surrey County Library Service (UK),

*Xoliswa Matroko*, Madelein van Heerden,

*Martie van Deventer*, CSIR: Council for Scientific and Industry Research (South Africa)

The environments in which internet librarians work is changing, due both to technological advances and evolving attitudes of organisations towards the role of information professionals. In Surrey, the rise of web 2.0 and collaborative tools has led to the development of a multi-authority version of 23 Things, a staff wiki, online reading groups, public bookmarks, implementations of Google Wave and other services. At CSIR, an embedded library strategy moves information professionals closer to their clients, the research staff.

**Visionary Views**

*Tony Hirst*, The Open University (UK),

*Bethan Ruddock*, Mimas, University of Manchester (UK)

Tony Hirst reports on his ten-week Arcadia Fellowship with the Cambridge University Library, where he looked at “quick wins” available to a traditional university library, particularly through a rapid prototyping approach. New professional Bethan Ruddock asks the hard questions about future libraries of all types. What can information professionals expect in academic, public, corporate and other types of libraries going forward? Given changes in technology, it’s more important than ever for librarians to talk with those outside the profession to gain support.
Searching for Search Solutions

Patrick Kremer, INIST/CNRS (France),
John Taylor, ProQuest (UK)

The watchword today for search is simplicity. Users expect a single search box from which they can find everything. Scientific and technical information provider INIST/CNRS uses the Netvibes platform for its BiblioCNRS portal. Companies with search systems which pre-date the internet must earn new users by shedding old systems and old cultures, without undermining old loyalties. ProQuest’s migration to a single, unified search platform in 2010 had triple the issues, with three legacy platforms to contend with. Lessons from ProQuest’s and INIST/CNRS’s approaches can be applied by libraries in their own platform development projects.

Next Generation Information Discovery

Anne-Lena Westrum, Oslo Public Library (Norway),
Nancy Moussa, University of Michigan (USA),
Santa Marku, BSI (UK)

User expectations – derived from web 2.0, the social web and crowdsourcing – drive next generation information discovery projects. The Pode project in Oslo tested several new open source products and investigated semantic web technology. The conversion of MARC records to RDF will add linked data to the catalogue and encourage re-use of records. The University of Michigan is using WordPress to create an interface with which cataloguers can upload MARC records to a website and integrate digital images of historical manuscripts, so that scholars can then comment, correct and add information to the records.

Discovery, Dissemination and Outreach

Esben Fjord, Gladstone Public Libraries (Denmark),
Rob Haran, Shire (UK)

Regardless of the quality and quantity of resources and collections, the issue of publicising their value – even their existence – is a problem that transcends library type. Gladstone Public Libraries are experimenting with how to expose electronic resources in physical libraries. They have developed interfaces for different kinds of digital surfaces, including interactive digital screens, a chair (Sonic) for music listening and an interactive floor (The Cube). Fjord will describe the technological, legal and user interface challenges they experienced. The marketing and outreach issues faced by global P

pharmaceutical company Shire are philosophically the same as Gladstone’s, but a different clientele and geographic diversity have necessitated an approach aligned with company structure and ethos. Haran describes the successful initiatives used to help employees discover electronic resources.

Microsoft Live Labs Pivot heralds a new paradigm for search, combining two separate behaviours – browsing and searching – and thus transforming the very nature of web search. When Waterford put its entire collection on Pivot, it began exploring what this means for both library users and managers. The Library Laboratory (Biblioteklaboratoriet), now in its fourth year, works as a think tank on issues related to developing standardised and open source ways of distributing library metadata. Stretch your mind by learning of these two novel approaches to future library services.

A redesign project moved the University of Toronto’s website from a static, text-heavy site to an interactive, informative and dynamic site that meets student expectations. Using Drupal, the project team developed some specialised applications and signage, increasing visibility and pushing information to students. Among medical libraries in India, there has been a sea change in information seeking behaviours. Easy availability of e-resources has amplified the research process and necessitated more emphasis on checking quality of information.

Have Your Say…

Internet Librarian International is YOUR event – designed and developed to help you in your information role. Help us produce an event you’ll want to return to in 2011. Look out for our online delegate survey which will be emailed to you when you return to your office.
Relating Value to Price and Budget

Ulla de Stricker, de Stricker Associates (Canada),
Armand Brevig, AstraZeneca (UK),
Anja Chemnitz Thygesen, Quartz Strategy Consultants (Denmark)

Making content decisions within budget has always been important, but with today’s economic situation, it's become critical. In their presentation, de Stricker, Brevig and Chemnitz examine the complexity of value assessment and the justification to management.

Monitoring and Maximising Organisational Impact

Brian Kelly, UKOLN (UK),
Joy Palmer, Mimas, University of Manchester (UK)

The social web permeates our information departments and our personal lives. But how to measure the effectiveness of our use of the social web? Kelly’s talk will review ways in which a variety of social services, including blogs and Twitter, can be monitored for their effectiveness in achieving their desired goals. The traditional ‘usage’ statistics for online library services can be misleading. Mimas performed quantitative and qualitative research, with minimal resources, to bring a new understanding of how the services impact research and the knowledge economy. These presentations will give you new perspectives on measurement, monitoring, and valuing social and traditional services and improve your strategies for engagement.

Working with Wikis

Karolien Selhorst, Association of Flemish Provinces, VPP (Belgium),
Brunella Longo, Information Specialist (UK)

Few online resources provoke as much controversy in the library community as Wikipedia. A Dutch project, ‘Wiki loves Bieb’ will set up a structural collaboration between Wikimedia Nederland and Dutch public libraries to investigate media literacy, how libraries and other local heritage partners can improve Wikipedia’s quality, and the promotion of libraries as reference points. Libraries worldwide can learn from this project, using it as a prototype. Wikipedia, however, is not the only wiki in the world. Brunella Longo will describe the CPD-Wiki she set up to support a career repositioning plan and to experiment with new, open ways to share information among peers and colleagues.
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Friday 15 October

CONFERENCE

09.00 – 10.00

Keynote

Getting Real about Social Media
Hazel Hall, Edinburgh Napier University (UK)

As a firm advocate of social media, Hazel Hall, Director of the Centre for Social Informatics at Edinburgh Napier University; Executive Secretary for the Library and Information Science Coalition; and the 2009 IWR Information Professional of the Year, reveals the relevance of social tools for information professionals. In this exhilarating and practical keynote speech, she will unveil the hidden potential of social media, including personal professional development opportunities, knowledge management applications, and alternative research sources. She will also share her views on guerilla tactics for exploiting social networks.

10.00 – 10.30

Coffee break and Sponsor Showcase opens

TRACK A

Going Social
Champagne Suite: Morangis

10.30 – 11.15

Transparency in Hyperlinked Libraries

Michael Stephens, Dominican University & Tame the Web (USA), Frode Hegland, The Hyperwords Company (UK)

The emerging social technologies have profound implications for libraries, not least by becoming more transparent, both to their users and to their funders. We can now have libraries that operate around the clock in a virtual space. Are physical spaces obsolete? Are libraries defined by their collections or as meeting places that facilitate learning and research? If we keep saying “Let’s not adopt technology X because it will soon be out of date,” we’re missing the opportunity for ongoing learning and innovation in a more experimentally-based organisation. If we always wait for the next big thing, stagnation follows.

11.30 – 12.15

What Phil Has Found

Phil Bradley, Internet Consultant (UK)

Well known internet trainer and inveterate blogger, Phil Bradley keeps his network current with important, interesting and informational websites. He relies on social networking to both identify new resources and disseminate the information to his many followers. It’s a model that information professionals can adapt to their own situations, creating their personal learning networks. This practical session will address the issue of keeping up with new technologies. Bradley will also share the latest items to have caught his eye.

12.15 – 13.30

Lunch break and visit the Sponsor Showcase

13.30 – 14.15

Social Research

Karen Blakeman, RBA Information Services (UK)

As a global phenomenon, millions of people use social media to generate content, share ideas, and keep in touch with family, friends, work colleagues, companies, associations, and causes. They can also be a source and tool for real-time and retrospective research projects. Karen Blakeman will address the where, when, and how aspects of social networking research, including authenticity, trust, and information overload, along with some real world caveats.

14.30 – 15.15

Social and Mobile

Karen Wallace, Sheffield Libraries, Archives & Information (UK), Nancy Dowd, New Jersey State Library (USA)

If all the world’s a Twitter, how can libraries capitalise on this – and other – social networking phenomena? Sheffield tweets its book of the day, its events and its activities. It also customised its web pages, uses Delicious for reference bookmarks and encourages other council departments to link to its 24/7 page. In addition to adopting new social technologies, Sheffield has grappled with issues of restricted access and outsourcing and will explain the implications. In New Jersey, the library decided that the best way to reach its diverse potential user base was to go mobile. Its mLibraries mobile marketing efforts are a model for other libraries worldwide.

15.30 – 16.15

Closing Panel

Library Futures: Views and Visions for the Future of Libraries and Information Professionals

Thomas Brevik, Royal Norwegian Naval Academy (Norway), Åke Nygren, Stockholm Public Libraries (Sweden)

Release your inner geek by hearing what these über geeks have to say about the latest developments in internet and library technology, both in the near and far future. What are the implications of technological innovations for libraries? Come prepared to question the panelists’ philosophies of libraries and to adjust your own thinking about the future of your information seeking, managing and adoption strategies.
TRACK B

Trending Information
Champagne Suite: Chalon

10.30 – 11.15

Turning E in the 21st Century
Fred Guy, EDINA (UK), Claire Tylee, Katrin Flemming, Elly Cope, University of Bath (UK)
The growing prevalence of ejournals and ebooks has significant implications for library collections. Fred Guy looks at preservation schemes for ejournals, specifically the E-Journals Preservation Registry Service (PEPRS). He describes the data matching involved and problems encountered. Librarians from the University of Bath provide an honest account of their experiences with e-books, including adding records to the catalogue, providing additional access points for discovery, gathering statistics, and managing payment, renewals, access and licences. Lessons learned in these academic environments provide learning opportunities for other types of libraries as well.

11.30 – 12.15

Taking It With You
Esben Fjord, Gladsaxe Public Libraries (Denmark), Alison McNab, De Montfort University (UK)
Mobile devices will soon dominate the computing landscape. Now that smart phones are used more for information seeking than as oral conversation devices, libraries must decide how best to provide services on mobile platforms. The Gladsaxe Public Libraries started a smartphone project, in partnership with Axiell, to develop a library app for the iPhone and Android. Academic libraries must also engage with econtent delivery of information to handhelds preferred by their student user community. Challenges revolve around identifying suitable mobile content, promoting handheld access and providing support.

12.15 – 13.30

Lunch break and visit the Sponsor Showcase

13.30 – 14.15

Hot Topics in Innovation
Ulla de Stricker, de Stricker Associates (Canada)
During Internet Librarian International, delegates will contribute their ideas about technologies, policies, vendors and issues that affect their ability to get real and stay relevant. The hottest of these will be addressed in this session, which is designed to be highly interactive, driven by contributions from the audience.

14.30 – 15.15

Induction, Instruction Issues
Sara Batts, Reed Smith LLP (UK), Sally Birch, Alice Burnett, Ellen Sayed, Weill Cornell Medical College (Qatar)
For many information professionals, the need to explain their information services and encourage usage is critical to the success of their departments and to the effective use of resources by their clients. At a major international law firm, the induction process was re-examined and updated, with emphasis on encouraging solicitors-to-be in their choice of resources, raising awareness and promoting key messages. At a prominent medical college, the librarians produced videocasts to reach students at their point of need. From both settings, the planning and implementation processes will inspire others to establish similar outreach projects.

15.30 – 16.15

Closing Panel
Champagne Suite: Morangis

Library Futures: Views and Visions for the Future of Libraries and Information Professionals
Thomas Brevik, Royal Norwegian Naval Academy (Norway), Åke Nygren, Stockholm Public Libraries (Sweden)
Release your inner geek by hearing what these über geeks have to say about the latest developments in internet and library technology, both in the near and far future. What are the implications of technological innovations for libraries? Come prepared to question the panellists’ philosophies of libraries and to adjust your own thinking about the future of your information seeking, managing and adoption strategies.

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www.internet-librarian.com
10.30 – 11.15

Taking the Library to the Learner

Hannah Whaley, University of Dundee (UK),
Dave Pattern, University of Huddersfield (UK),
Rurik Thomas Greenall, NTNU Library (Norway)

Students today are mainly digital natives, bringing expectations from their personal interactions with technology to their library experience. They assume easy searching, instant access and diverse content. They expect information on the web, on their mobile, in their virtual learning environment. One click access remains technologically challenging. The University of Dundee and the University of Huddersfield are early adopters of the Summon system while the Norwegian University of Science and Technology has focused on its own project, UBIT.

11.30 – 12.15

Connecting Scholars with Information

Terence Huwe, University of California, Berkeley (USA),
Kaiser Nikam, University of Mysore (India),
Jan Reichelt, Mendeley (UK)

In today’s increasingly virtual university, it can be a challenge to discover and provide assistance to narrowly focused scholars. The task is made more challenging because research has become more inter-disciplinary, scattering communities of practice across departmental boundaries. Huwe describes three strategies he’s found to be effective, while Nikam documents the movement in scientific research and communication towards the semantic web.

12.15 – 13.30

Lunch break and visit the Sponsor Showcase
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