Event Guide

14 October 2013
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HILTON LONDON OLYMPIA

15 & 16 October 2013
CONFERENCE AND SPONSOR SHOWCASE
OLYMPIA CONFERENCE CENTRE, LONDON, UK

Internet Librarian International

Smart Solutions to Real Challenges

The Innovation and Technology Conference for Information Professionals

Keynote Speakers

Peter Morville, President, Semantic Studios, USA
Joe Tree, Founder, Blipfoto, UK

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Networking & Industry Events

ILI is proud to be the chosen host for several industry association events, as well as a range of unique networking opportunities designed to introduce you to colleagues from around the world.

SLA Europe Reception – Bridging the Gap

SLA Europe and Information Today are pleased to present a panel session followed by networking drinks for Internet Librarian International delegates and SLA Europe members on Monday 14 October from 18.30 – 20.30 at the Hilton London Olympia Hotel. Our panel session will focus on ‘bridging the gap’ by hearing from those who have made the transition from corporate information provision into roles in the public sector and with vendors. Come along and kick-start Internet Librarian International – meet your fellow delegates, engage in lively debate, and find out more about SLA Europe.

Chair: Deb Hunt, SLA President

Panellists:
- Geraldine Clement-Stoneham, Knowledge and Information Manager, Medical Research Council
- Fiona Fogden, Head of Customer Relations, Linx
- Susan Scorey, University Librarian, University of Roehampton.

Conference Reception – 15 October

All conference delegates and speakers are invited to an informal drinks reception from 17.15 – 18.15 on Tuesday 15 October in the Sponsor Showcase area in the foyer of the Olympia Conference Centre, hosted by Information Today.

AIIP drinks & Wikipedia speaker

The Association of Independent Information Professionals (AIIP) invites non-members and members alike for food, drinks and networking on Tuesday 15 October following the ILI Conference Reception, from 19.00 to 22.30 or later, at The Jameson, 43 Blythe Road, London W14 – just a 3-4 minute walk from Olympia. (Pre-registration is necessary so, if you haven’t signed up already please visit the conference registration desk).

Delegate Lunches

Lunch is included in your conference registration so you can continue your learning process by talking with your fellow delegates about their work.

UKeiG Awards

UKeiG’s 2013 Awards presentations will take place just before the Day 2 keynote session on Wednesday 16 October (see page 12). Join us to celebrate Professor Charles Oppenheim, winner of the 2013 UKeiG Farradane Award, and Professor W. Bruce Croft, winner of the 2013 UKeiG Tony Kent Strix Award.
Welcome to the 15th year of Internet Librarian International

Whilst this has never been a more challenging time for our libraries, it also represents the greatest opportunity for us to transform ourselves and our services. Internet Librarian International, now in its 15th year, has long focused on the technologies that information professionals need to effectively do their jobs.

Technology is all-pervasive in our work environments, whether we’re in a university, school, government, corporate or public library. It’s even more evident for those in non-traditional settings, working as freelancers, embedded librarians, independent researchers, virtual service managers, consultants or other information industry-related positions. Being tech savvy is no longer optional: it’s a given.

What Internet Librarian International is not is theoretical. Presentations are engaging because they’re grounded in the real world. Delegates gain immediate benefit from colleagues’ experiences and can take home workable solutions to vexing problems.

Internet Librarian International is an extraordinary conference for sharing ideas and making (sometimes unexpected) connections, discovering practical solutions and interesting approaches.

The excitement of sharing knowledge with your peers and the enjoyment of being on the cutting edge permeates the conference. Networking opportunities extend the reach of the conference beyond formal presentations and provide delegates with additional chances to learn and gain new skills.

We hope you enjoy your time at the conference. If you have any questions don’t hesitate to ask to speak to us, or any member of the organising team. We can be contacted via the Registration Desk.

Val Skelton, Programme Director
Katherine Allen, Conference Director

Conference Overview

Keynotes

Tuesday 15 October

Inspiration architecture: the future of libraries
Peter Morville, President, Semantic Studios, USA
To understand the future of the library, we must look beyond its walls to the tools and contexts – both physical and digital – where learning takes place. The disruptive innovations of open access and online courses are changing the architecture of education, with the result that the ‘embedded librarian’ and the ‘single search box’ aren’t just nice ideas: they’re mission-critical. And, in society, where citizens don’t know how to search, who to trust, or what to believe, our failure to advance information literacy threatens the very fabric of civilisation. In this keynote, Peter Morville connects the dots from ebooks to ecosystems, framing the library as both cultural keystone and courageous act of inspiration architecture. This is a story that’s colourful – both kaleidoscopic and contrary – with an argument that just may change the way you think. Writer, speaker and consultant Peter Morville is best known for helping to create the discipline of information architecture. His bestselling books include Information Architecture for the World Wide Web, Ambient Findability, and Search Patterns.

Wednesday 16 October

Sharing and saving
Joe Tree, Founder, Blipfoto, UK
Joe Tree is the founder of Blipfoto, the photo sharing website which was chosen by the British Library as one of its ‘100 Websites’ judged to be essential reading for future generations. In this inspirational and thought-provoking keynote Joe Tree will consider the way we are sharing our lives, from creating a community, the curation of images, lifeblogging, social history and research. Over the last ten years our relationship with photography has experienced a dramatic shift. It’s moved from a method of preserving life’s special moments to a form of instant communication. For the first time, ordinary people have the means to record the present and deliver it to the future. For historians that should be hugely exciting but, because we ‘share’ our photographs, we’ve stopped considering their future value. As a consequence, our grandparents did a better job of preserving their lives for us than we are doing for our grandchildren. In this talk, Joe will talk explore the role of photography in social media, his experiences setting up Blipfoto, and how we can ensure our moments of today are saved for the future.

Closing Plenary Session

Smart solutions to real challenges
Marydee Ojala, Editor-in-Chief, Online Searcher magazine, USA
Donna Saxby, Librarian/Digital Literacy Coordinator, Kingham Hill School, UK
Jan Holmquist, Guldborgsund Libraries, Denmark
This session will focus on the real-world and practical solutions presented during the conference. It is an exploration of the potential aspects of librarianship and information work, and set out a vision of a positive future for librarians as they face real challenges and exciting opportunities.

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 15 and 16 October.
WELCOME AND OPENING KEYNOTE

Inspiration architecture: the future of libraries  
Peter Morville, President, Semantic Studios, USA

TRACK A  TRANSFORMATIVE TECHNOLOGIES

A101  Technology futures
Moderator: Brian Kelly, UK Web Focus, UK
- Technology trends for information professionals
  Joe Murphy, Library Futures, Innovative Interfaces, USA
- Using technology for high impact innovation
  Jamie Voorde-Brown, Meghan Musolf and Nancy Mousa, University of Michigan, USA
- Breaking down library walls with Augmented Reality
  Earl Givens, Jr. and Ashley Todd-Bates, Emporia State University, USA
- Helping users discover your collection onsite and affiliate
  Dan Almour, OpenAthens, UK

A102  Merging virtual and physical worlds: promoting collections
Moderator: Alison McNab, Kimberly Library, University of Nottingham, UK
- The implications of everything everywhere
  Ulla Bovens, County Library Stirlizia, and UV Malin, County Library Vastmanland, Sweden
- Gaming the library tour
  Wilke Miller and William Orme, Indiana University-Purdue University Indianapolis, USA

TRACK B  CONNECTING WITH COMMUNITY AND CUSTOMERS

B101  New ways to serve communities
Moderator: Donna Saday, Kingston Hill School, UK
- You need to change to stay the same
  Jacques Middeke, Bibliotheekservice Friesland, The Netherlands
- The beach library: not just another pop-up library
  Rasmus Fanger Vestergaard, Kultur Væld Copenhagen FakLab, Denmark
- Helping users discover your collection onsite and affiliate
  Dan Almour, OpenAthens, UK
- 23 mobile things: tools for delivering library services
  Jan Holmquist, Guldborgsund Libraries, Denmark and Michael Stephenson, San Jose State University & Tame the Web, USA
- FakLab: the first mobile library FakLab
  Jorn De Boer, Bibliotheekservice Friesland Vokkuwesrent, The Netherlands

B102  Community engagement
Moderator: Donna Saday, Kingston Hill School, UK
- 23 mobile things: tools for delivering library services
  Jan Holmquist, Guldborgsund Libraries, Denmark and Michael Stephenson, San Jose State University & Tame the Web, USA
- Transforming the Wellcome Library
  Simon Chaplin, The Wellcome Trust, UK
- European Cloud: a shared space for European cultural heritage
  Alvaro Dominguez, The European Library, The Netherlands

TRACK C  NEW RESOURCES, NEW SERVICES

C101  Supporting research
Moderator: Maryanne Ojala, Online Searcher magazine, USA
- Scholarly communication strategies
  Starr Morehouse, Social Sciences Libraries, Colombia University Visting Assistant Professor, Pratt Institute, School of Information and Library Science, USA
- The library as digital publisher
  Veronique Mawe, Institute for Research on Labor and Employment, University of California, Berkeley, USA

C102  The new academic landscape
Moderator: Maryanne Ojala, Online Searcher magazine, USA
- MOOCs and the role of libraries
  Ben Showers, JISC, UK
- Library services supporting researchers: the evolving role of citation data
  Clarissa Guiding, The Open University Library, UK
- A new academic landscape: The Royal Society of Chemistry on Open Access
  Dan Oyer, Royal Society of Chemistry, UK

VIRTUAL SERVICES

A103  The implications of everything everywhere
Moderator: Ulla de Stricker, de Stricker Associates, Canada
- The implications of everything everywhere
  Ulla Bovens, County Library Stirlizia, and UV Malin, County Library Vastmanland, Sweden
- Gaming the library tour
  Wilke Miller and William Orme, Indiana University-Purdue University Indianapolis, USA

COMMUNITY CONNECTIONS

B103  Transforming the Wellcome Library
Moderator: Simon Chaplin, The Wellcome Trust, UK
- Digital life beyond the institution
  Brian Kelly, UK Web Focus
- Transforming the Wellcome Library
  Simon Chaplin, The Wellcome Trust, UK
- Exploring the Wellcome Library
  Simon Chaplin, The Wellcome Trust, UK
- European Cloud: a shared space for European cultural heritage
  Alvaro Dominguez, The European Library, The Netherlands

NEW DIRECTIONS FOR LIBRARIES

B104  New directions for libraries
Moderator: Maryanne Ojala, Online Searcher magazine, USA
- New, niche and regional: the wonderful world of social media
  Arthur Weiss, AWARDS, UK
- Using Pinterest in a library context
  Khusid Mahdafi, University of South Africa, South Africa
- Using the new social tools
  Arthur Weiss, AWARDS, UK

TEA BREAK IN THE SPONSOR SHOWCASE

BEYOND WEBSITES – NEW WAYS TO CONNECT USERS TO CONTENT

A104  Being smart with technology – creating something from nothing
Moderator: Joe Holmquist, Guldborgsund Libraries, Denmark
- Retro tech: using abandoned technology
  Rochelle Mazur, University of Toronto Mississauga, Canada
- Digital life beyond the institution
  Brian Kelly, UK Web Focus

NEW SPACES

B105  New spaces
Moderator: Donna Saday, Kingston Hill School, UK
- Managing the design and delivery of a new £20 million library building
  Hugh Murphy, Kell McNaughton, Ireland and Mary Antonea, JP2 Library, Ireland
- From electrical outlets to book robots: reinventing library spaces
  Sharon Butskick, Newn Institute of Technology, USA
- From 0 to 15,000 visitors – the first day in the life of the new Library of Birmingham
  Rebecca Barratt, Library of Birmingham, UK
- How to create a digital archive
  Beth Gayley, Carnegie Learning, UK

E-RESOURCES

C105  E-resources
Moderator: Mary Peterkson, South Australia Health Library Service, Australia
- Science video journals to increase productivity and efficiency in research and education
  Machine Prizaker, Journal of Visualized Experiments, USA
- Customising library business resources for delivery via iPads
  Paul Evans and Heather Lincoln, Imperial College London, UK
- E-books in UK public libraries
  Neil Leech, Surrey Libraries Service, UK
Conference-at-a-glance
DAY 2 | Wednesday 16 October 2013

09.00 – 10.00 KEYNOTE
Sharing and saving
Joe Tree, Blipfoto, UK

10.00 – 10.30 Coffee break and Sponsor Showcase opens

10.30 – 11.15 TRACK A MARKETING AND IMPACT Auditorium

A201 Promoting services and collections
Moderator: Mary Peterson, South Australia Health Library Service, Australia
- Becoming human: social media to nurture customer relationships
  Kay Grieves and Michelle Halpin, University of Sunderland, UK
- Your catalogue wants to go out and play
  Gary Green, Surrey County Council Library Service, UK

11.30 – 12.15 TRACK B SEARCH, DISCOVERY AND DATA Conference Room 1

B201 Search Slam
Phil Bradley, Internet Trainer and Independent Consultant, UK
Maryade Ojala, Online Searcher magazine, USA

12.30 – 13.45 Lunch break and visit the Sponsor Showcase

13.45 – 14.30 TRACK A TEACHING USERS Auditorium

A203 Teaching ourselves to teach others
Moderator: Kay Grieves, University of Sunderland, UK
- From mediation to creation
  Ann Östman, County Library Göteborg Uppsala, Sweden and Camilla Källgren, County Library Västmanland, Sweden
- Marketing as a strategy for skills development
  Linda Volden and Cecilia Peterson, Uppsala University Library, Sweden
- Nurturing the next generation of standards developers
  Emma Mayhew, BSL, UK

14.30 – 15.15 TRACK B SEARCH, DISCOVERY AND DATA Conference Room 1

B203 Discovery and user behaviour
Moderator: Bethan Ruddock, MIMAS, University of Manchester, UK
- Issues and solutions for web-scale discovery
  William Mosco, Mary Schlenbach and Michael Norman, University of Illinois at Urbana-Champaign, USA
- User Studies with Cantasia
  Matt Browning, Monash University, Tansustry, Australia

15.45 – 16.30 Closing Plenary for Tracks A, B & C

- Smart solutions to real challenges
  This session will focus on the real-world and practical solutions presented during the conference. In it we will explore the positive aspects of librarianship and information work and set out a vision of a promising future for librarians as we face real challenges and exciting opportunities.
  Maryade Ojala, Donna Sadby and Jan Holmeqvist
Phil Bradley, Internet Trainer and Independent Consultant
Marydee Ojala, Online Searcher magazine
Arthur Weiss, AWARE

Sharpen your search skills, keep up with the changing web world and learn the vital elements of effective research at WebSearch Academy. Effective research on the web is a critical job skill in many work environments. Although anyone can enter a few words into a search box, what sets information professionals apart is their ability to use multiple search engines, advanced search techniques and specialised sources to quickly hone in on relevant, reliable answers. WebSearch Academy offers the perfect opportunity to learn from world-class power searchers. This one-day event will enhance your search creativity, provide essential information about changes in search engines, introduce new resources, and put it in context for serious researchers – information professionals, librarians, documentalists, freelancers, journalists, information managers, and others who take research seriously.

Revisit how you use the internet for research, whether it is for academic data, competitive or marketing intelligence, company information, business news, scientific/technical research or even where to find the best bargains. Rethink your approach to search; join search veterans and industry observers to learn the latest strategies and techniques for searching online. Academy topics include the following:

- Changes in search engines
- Social search and research
- Multimedia
- Evaluation and concerns
- What to do with information after you find it
- Search tips and skills

About the instructors

Phil Bradley provides training and consultancy on the use of the internet for business, social and collaborative web tools, and on accessing and managing information resources. He speaks here in a personal capacity

Marydee Ojala edits Online Searcher magazine, writes for information industry publications, and is a frequent speaker at international conferences

Arthur Weiss’ company, AWARE, is a UK based marketing and management consultancy that offers client success support services that help them get the best from their resources.

Brian Kelly, UK Web Focus, UK
Tony Hirst, The Open University, UK

Despite the uncertainties faced by librarians and information professionals, technology continues to develop at breakneck speed, offering many new opportunities for the sector. At the same time, technological developments can be distracting and may result in wasted time and effort (remember the excitement provided by Second Life?).

This workshop session will help participants identify potentially relevant technological developments by learning about and making use of "Delphi" processes. The workshop also provides insight into processes for spotting "weak signals" which may indicate early use of technologies which could be important in the future.

But, having identified potentially important technological developments, organisations need to decide how to respond. What will be the impact on existing technologies? What are the strategic implications and what are the implications for staff within the organisation?

This interactive workshop session will provide opportunities to address the challenges in understanding the implications of technological developments and making appropriate organisational interventions.

About the instructors

Brian Kelly is an independent consultant. Between 1996 and 2013 he worked for UKOLN at the University of Bath. In his JISC-funded role as UK Web Focus he advised the UK’s higher and further education communities on best practices in use of the Web.

Tony Hirst is an Open University academic, open data advocate and part-time data storyteller with the Open Knowledge Foundation/School of Data. A regular blogger and speaker on data matters (wrangling and visualisation), he is a firm believer in appropriating digital tools and technologies for useful ends, irrespective of what those tools and technologies were actually designed to do.

Ben Showers, JISC, UK
Andy Tattersall and Claire Beecroft, ScHARR University of Sheffield, UK

MOOCs are massive in every sense of the word, engaging huge numbers of diverse learners from all over the world. For academic institutions, MOOCs present a significant opportunity to draw in new audiences and enhance their reputations. It’s no surprise that many institutions are putting such a high priority on MOOC development – with budget and resources to match.

There are plenty of opportunities for library services to apply expertise to support and contribute to MOOCs, from supporting digital engagement to collaborating with faculty in the creation process. But how are libraries getting involved in MOOC initiatives?

This one day workshop focuses on MOOCs from the library perspective, exploring the current MOOC landscape, identifying ways in which libraries and librarians are already playing a part – and highlight further opportunities for involvement.

Topics include:

- MOOCs: the state of play
- Getting a seat at the table – what can libraries (and librarians) offer? Who should we be working with?
- Getting involved – what roles and responsibilities in MOOC development and delivery might libraries take on?
- Making it work – Hear one University’s own MOOC journey, moving from being MOOC learners to creating and delivering their own MOOC.
- New roles – what skills are needed to support MOOCs? How can libraries get involved in MOOC production? What are the skill gaps?
- Bringing it back – Delegates will discuss and how MOOCs fit into the ongoing radical changes in the provision of Higher Education, and consider the next steps for libraries who want to get involved.

About the speakers

Ben Showers is Programme Manager, Digital Infrastructure at JISC. He is responsible for JISC’s work on digital libraries, usability and mobile.

Andy Tattersall is Information Specialist at ScHARR (the School of Health and Related Research) at the University of Sheffield. His role is to scan the horizon for opportunities relating to research, teaching and collaboration and maintain networks that support this. His main areas of work are Web 2.0, Social Media, Google Apps, Altmetrics, MOOCs, Infographics, and the Web.

Claire Beecroft is a University Teacher/Information Specialist at the University of Sheffield and currently teaches on a variety of courses within ScHARR and the wider university, including the MPH and MSc in Health Informatics. Her teaching covers a wide range of informatics-related topics including literature searching, critical appraisal and e-Health.

R. David Lankes is a professor and Dean’s Scholar for the New Librarianship at Syracuse University’s School of Information Studies and Director of the Information Institute of Syracuse.
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Welcome and Opening Keynote
Inspiration architecture: the future of libraries

Peter Morville, Semantic Studios, USA
In this opening keynote, Peter Morville connects the dots from ebooks to ecosystems, framing the library as both cultural keystone and courageous act of inspiration architecture. He tells a story that is colourful, kaleidoscopic and contrarian – and makes an argument that may just change the way delegates think. Writer, speaker and consultant Peter Morville is best known for helping to create the discipline of information architecture. His bestselling books include Information Architecture for the World Wide Web, Ambient Findability, and Search Patterns.

10.15 – 10.45
Coffee break and Sponsor Showcase opens

TRACK A
TRANSFORMATIVE TECHNOLOGIES
Auditorium

10.45 – 11.30
A101
Technology futures
Moderator: Brian Kelly, UK Web Focus, UK

Technology trends for information professionals
Joe Murphy, Library Futures, Innovative Interfaces, USA
This session from Technology Analyst and Trend Spotter Joe Murphy explores the potential impact and implementation of the newest technologies in libraries, highlighting the key technology trends that info pros should be focusing on in the year ahead. Joe will explore a range of technologies, from wearable tech and smart objects, to the internet of things and new content delivery models.

11.45 – 12.30
A102
Merging virtual and physical worlds: promoting collections
Moderator: Alison McNab, Kimberlin Library, University of Nottingham, UK

Using technology for high impact innovation
Jamie Vander Broek, Meghan Musolf and Nancy Moussa, University of Michigan, USA

Breaking down library walls with Augmented Reality
Earl Givens, Jr, and Ashley Todd-Diaz, Emporia State University, USA

Helping users discover your collection onsite and offsite
Dan Almour, OpenAthens, UK
Traditionally, libraries have created physical exhibits featuring items from their collections. Now, new technology means that online exhibits are becoming increasingly important. Hear how two libraries have merged the boundary between the physical and virtual worlds to promote their collections, offering patrons the opportunity to go beyond walking through static resources and displays and immerse themselves in a fully interactive experience. At the same time, library users expect to be able to access library resources from wherever they are, and to access the collection via Google or PubMed searches. Discover how OpenAthens and link resolvers can direct patrons to your library's subscribed material both onsite and offline.

12.30 – 13.45
Lunch break and visit the Sponsor Showcase

13.45 – 14.30
A103
Virtual services
Moderator: Ulla de Stricker, de Stricker Associates, Canada

The implications of everything everywhere
Ulla Solsmo, County Library Sämland, Elisabet Brynge, County Library Örebro and Ulf Helle, County Library Västmanland, Sweden

Gaming the library tour
Willie Miller and William Orme, Indiana University-Purdue University Indianapolis, USA
Libraries are using virtual technology to educate users about library services, encourage interactivity and support professional skills development. One library created a YouTube video game to educate users about library resources; another uses virtual conference technology to support the development of skills in both library staff and the wider community.

14.45 – 15.30
A104
Being smart with technology – creating something from nothing
Moderator: Jan Holmquist, Guldborgsund Libraries, Denmark

Retro tech: using abandoned technology
Rochelle Mazar, University of Toronto Mississauga, Canada

Digital life beyond the institution
Brian Kelly, UK Web Focus, UK
Against a background of budget and time restraints, libraries and internet librarians have to be smart and creative to develop and deliver successful services. At the University of Toronto Mississauga, old and new technologies are being used in combination to revolutionise the services the library offers while Brian Kelly describes how he built his own self-managed technology environment after leaving the Higher Education sector.

15.30 – 16.00
A105
Tea break in the Sponsor Showcase

16.00 – 17.15
Beyond websites – new ways to connect users to content
Moderator: Alison McNab, Kimberlin Library, University of Nottingham, UK

From WordPress.com to self-hosted WordPress
Jenny Evans and Andrew Day, Imperial College London, UK

It looks like Candy
Linnéa Sjögren and Kristin Olofsson, Chalmers University of Technology, Sweden

Identifying and implementing a collaborative system to share information
Paul Byfield, EBRD, UK
Libraries are developing new ways to help users connect to content. Chalmers University of Technology is the first library in Sweden to create a website using responsive design. In the UK, Imperial College is using WordPress as a website content management system. At EBRD a new extranet has been developed to provide a collaboration space for leaders within and outside the organisation.
New ways to serve communities

Moderator: Donna Saxby, Kingham Hill School, UK

- You need to change to stay the same
  Jacques Maltschaert, Bibliotheks service Fryslân, The Netherlands

- The beach library: not just another pop-up library
  Rasmus Fangel Vestergaard, Kultur Valby Copenhagen FabLab, Denmark

Libraries are refocusing their activities to support community growth and development. They are asking strategic questions about their role as knowledge institutions in society and in doing so are developing innovative solutions and services and ceasing some long-established services. Two libraries share how they have found new ways to serve and support their communities, from providing innovation services to running a beach library.

Community engagement

Moderator: Donna Saxby, Kingham Hill School, UK

- 23 mobile things: tools for delivering library services
  Jan Holmquist, Guldborgsund Libraries, Denmark and
  Michael Stephens, San Jose State University & Tame the Web, USA

- FryskLab: the first mobile library FabLab
  Jeroen De Boer, Bibliotheks service Fryslân Volksuniversiteit, The Netherlands

Hear how libraries and library staff are using mobile technologies to deliver library services, develop digital literacy skills and support entrepreneurship and collaboration within their communities. Initiatives, which include supporting community education, are positioning the public library at the centre of society.

Library spaces are evolving. They are being reconfigured to reflect learning styles and support collaborative working and study. Community and social spaces are being offered. New designs bring together the physical and virtual library. Hear about the design of new libraries, the reconfiguration of existing libraries and how digital and physical are being brought together.

Follow the conference on social media

Join the conversation on Twitter, through blogs, and with our Facebook group.

Twitter hash tag: #ili2013
Twitter: @intilibintl
Facebook group: Internet Librarian International
LinkedIn group: Internet Librarian International
Conference Programme

DAY 1  |  Tuesday 15 October 2013

10.45 – 11.30
Supporting research

**Moderator:** Marydee Ojala, Online Searcher magazine, USA

- Scholarly communication strategies
  
  **Starr Hoffman**, Social Sciences Libraries, Columbia University
  
  Visiting Assistant Professor, Pratt Institute, School of Information and Library Science, USA

- The library as digital publisher
  
  **Terence Huwe**, Institute for Research on Labor and Employment, University of California, Berkeley, USA

Models of scholarly communication are evolving. Academic libraries must be responsive to these changes while being mindful of their institutional missions and strategic goals. How can libraries make good decisions about the services and resources they should offer to support and participate in innovative research? Two libraries share their perspective.

11.45 – 12.30
The new academic landscape

**Moderator:** Marydee Ojala, Online Searcher magazine, USA

- MOOCs and the role of libraries
  
  **Ben Showers**, JISC, UK

- Library services supporting researchers: the evolving role of citation data
  
  **Clarissa Gosling**, The Open University Library, UK

- A new academic landscape: The Royal Society of Chemistry on Open Access
  
  **Dan Dyer**, Royal Society of Chemistry, UK

As the academic landscape changes, libraries are going beyond the traditional role by providing guidance and support to researchers, academics and students. This session explores how libraries are contributing to strategic institutional initiatives and are providing additional support and specialist services to their institutions, academics and society as a whole.

12.30 – 13.45
Lunch break and visit the Sponsor Showcase

13.45 – 14.30
Privacy: issues, ethics and resources

**Phil Bradley**, Internet Trainer and Independent Consultant, UK

Privacy is becoming a major topic of concern for librarians and their customers. Phil Bradley leads delegates through a range of tools and resources that can help maintain privacy on the web.

14.45 – 15.30
Using the new social tools

**Moderator:** Phil Bradley, Internet Trainer and Independent Consultant, UK

- New, niche and regional: the wonderful world of social media
  
  **Arthur Weiss**, AWARE, UK

- Using Pinterest in a library context
  
  **Khuliso Matsheka**, University of South Africa, South Africa

While Facebook, Google+ and Twitter have already had a global impact, there are new niche and regional tools, such as Weibo, Youku and Streetlife, which are likely to increase in importance. Pinterest, and other tools, are being used to reach customers in a visually appealing way.

15.30 – 16.00
Tea break in the Sponsor Showcase

16.00 – 17.15
E-resources

**Moderator:** Mary Peterson, South Australia Health Library Service, Australia

- Science video journals to increase productivity and efficiency in research and education
  
  **Moshe Pritsker**, Journal of Visualized Experiments, USA

- Customising library business resources for delivery via iPads
  
  **Paula Evans** and **Heather Lincoln**, Imperial College London Library, UK

- E-books in UK public libraries
  
  **Helen Leech**, Surrey County Library Service, UK

From visual journals, to the challenges of delivering resources to increasingly mobile users, to the complexities of delivering e-books to the public, hear how new e-resources are being rolled out to meet the ever-changing demands of users.

17.15 – 18.15
Conference Reception

All conference delegates and speakers are invited to a Reception from 17.15 – 18.15 in the Sponsor Showcase, hosted by Information Today.

19.00 – 22.30
AIIP drinks & Wikipedia speaker

The Association of Independent Information Professionals (AIIP) invites non-members and members alike for food, drinks and networking on Tuesday 15 October from 19.00 to 22.30 or later, at The Jameson, 43 Blythe Road, London W14 – just a 3-4 minute walk from Olympia. Come along and hear our guest speaker from Wikipedia, who has worked in a number of roles at the heart of Wikipedia’s community and isn’t scared of making controversial decisions to keep Wikipedia neutral, on track, and reliable. [Pre-registration is necessary so, if you haven’t signed up already please visit the conference registration desk].
Learn about ‘Helping users discover your collection onsite and offsite’ at session A102 on Tuesday 15 October.

Visit us in the Sponsor Showcase to find out about:

- Solving your access management problems
- Providing remote access to online journals and databases
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OpenAthens

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Conference Programme
DAY 2 | Wednesday 16 October 2013

09.00 – 10.00

Keynote
Sharing and saving
Joe Tree, Blipfoto (UK)
Joe Tree is the founder of Blipfoto, the BAFTA award-winning photo sharing website which was chosen by the British Library as one of its ‘100 Websites’ judged to be essential reading for future generations. In this inspirational and thought-provoking keynote Joe Tree will consider themes such as creating a community, the curation of images, lifelogging, social history and research, and digitisation.

Awards
Presentation of the 2013 UKeiG Jason Farradane Award to Professor Charles Oppenheim, and the 2013 UKeiG Tony Kent Strix Award (sponsored by RCS-CICAG and Aslib, and in partnership with BCS IRSG and ISKO UK) to Professor W. Bruce Croft. Presented by David Ball (UKeiG), Doug Veal (Strix Award Panel Chair), and Aslib representative.

10.00 – 10.30

Coffee break and Sponsor Showcase opens

10.30 – 11.15
Promoting services and collections
Moderator: Mary Peterson, South Australia Health Library Service, Australia
- Becoming human: social media to nurture customer relationships
  Kay Grieves and Michelle Halpin, University of Sunderland, UK
- Your catalogue wants to go out and play
  Gary Green, Surrey County Council Library Service, UK
Libraries are using new tools and services to provide a gateway to their stock and resources, and nurture connections with customers. At the University of Sunderland, social tools are being used to create customer connections and support strategic changes. Surrey Library Service is using a range of free tools to promote library holdings.

11.30 – 12.30
New ways to promote services
Moderator: Mary Peterson, South Australia Health Library Service, Australia
- Smart use of e-resources in libraries
  Anna Kågedal and Linda Vidlund, Uppsala University Library, Sweden
- Leading the horse to water: 10 ways to get academics and students to drink from the technology waterhole
  Andy Tattersall and Claire Beecroft, ScHARR University of Sheffield, UK
- Smart solutions for customer measurement
  Anne Roberts and Helen Curtis, University of Warwick, UK
In this ever-busy world libraries need to find new ways of engaging with and educating users and colleagues. These case studies explore how a library can increase its relevance to the wider organisation, through improving enquiry services, supporting skills development and by supporting the mobile user.

12.30 – 13.45
Lunch break and visit the Sponsor Showcase

13.45 – 14.30
Teaching ourselves to teach others
Moderator: Kay Grieves, University of Sunderland, UK
- From mediation to creation
  Ann Östman, County Library Gävleborg Uppsala, Sweden and Camilla Källgren, County Library Värmland, Sweden
- Marketing as a strategy for skills development
  Linda Vidlund and Cecilia Pettersson, Uppsala University Library, Sweden
- Nurturing the next generation of standards developers
  Eamonn Neylon, BSI, UK
In order to deliver cutting edge services and products to users, librarians must ensure that they keep their own skills updated. Hear how improving the skills and competencies of library staff can help libraries remain relevant.

14.45 – 15.30
Teaching digital literacy and tech skills
Moderator: Michelle Halpin, University of Sunderland, UK
- Developing an online information literacy programme
  Orna Rosh, University of Haifa, Nazarian Library, Israel
- Scaling up: hybrid instruction
  Ilana Barnes and Mary Dugan, Purdue University, USA
Librarians can help foster a learner-centred and technology-enabled approach to digital literacy. Hear how two libraries are working to meet the critical issues faced by students by delivering university-wide digital and information literacy programmes.
15.45 – 16.30
Closing Plenary for Tracks A, B & C

Smart solutions to real challenges

Marydee Ojala, Online Searcher magazine, USA, Donna Saxby, Kingham Hill School, UK and Jan Holmquist, Guldaborgsund Libraries, Denmark

This session will focus on the real-world and practical solutions presented during the conference. In it we will explore the positive aspects of librarianship and information work and set out a vision of a promising future for librarians as we face real challenges and exciting opportunities.

10.30 – 11.15
Search Slam

Phil Bradley, Internet Trainer and Independent Consultant, UK
Marydee Ojala, Online Searcher magazine, USA

Search experts Phil Bradley and Marydee Ojala lead Internet Librarian International’s first Search Slam. They challenge delegates to share their teaching techniques regarding online searching. Both adult learners and younger students need to be taught to understand how search works, what Boolean logic is, when to use advanced search syntax, and why they should do anything other than enter one word in a search box. This requires considerable creativity on the part of the teacher/trainer. After showing some things that worked for them - and a few that didn’t - they invite comments and examples from those in the room.

11.30 – 12.30
The data librarian

Moderator: Brian Kelly, UK Web Focus, UK

Roles in research data management
Andrew M. Cox, The Information School, University of Sheffield, UK

Visualising data with Geographic Information Systems (GIS)
Kate Dougherty, University of Arkansas, USA

Asking questions of data: from simple search to advanced queries
Tony Hirst, Department of Communication and Systems, The Open University, UK

How to get the best search results in a big data environment
Hans Constandt, Ontoforce, Belgium

Librarians in academic and research institutions are increasingly involved in the curation and visualisation of data created by their organisations. In this session we explore how information professionals can add even more value to data by using open source GIS software to enhance data and by interacting with and searching data for more powerful results.

12.30 – 13.45
Lunch break and visit the Sponsor Showcase

13.45 – 14.30
Discovery and user behaviour

Moderator: Bethan Ruddock, MIMAS, University of Manchester, UK

Issues and solutions for web-scale discovery
William Mischo, Mary Schlembach and Michael Norman, University of Illinois at Urbana-Champaign, USA

User Studies with Camtasia
Matt Benzing, Rensselaer Polytechnic Institute, Denmark

Learning how users search can help inform the design of discovery interfaces and the development of search assistance functions designed to guide users in search strategy modification and information resource selection

14.45 – 15.30
Understanding how users search

Moderator: Bethan Ruddock, MIMAS, University of Manchester, UK

A fistful of data: data mining the student discovery journey
Matt Borg and Emma Finney, Sheffield Hallam University, UK

Show me your search strings! Stats and user behaviour
Mariann Løkse and Mona Magnussen, University Library of Tromsø, Norway

What can statistics, web page analytics, heatmaps and user generated data tell us about user behaviour in libraries? Hear how learning more about the way our users search - including the mistakes they make - can help improve library services and the teaching of information literacy.

15.45 – 16.30
Closing Plenary for Tracks A, B & C

Marydee Ojala, Donna Saxby and Jan Holmquist

Have your say

Internet Librarian International is YOUR conference – designed and developed to help you in your information role. Help us produce an event you’ll want to return to in 2014. Look out for our online delegate survey which will be emailed to you when you return to your organisation. Your contribution is much appreciated.
Conference Programme
DAY 2 | Wednesday 16 October 2013

THE NEW PROFESSIONAL – SKILLS AND ROLES
Conference Room 2

10.30 – 11.15
Your glittering career: are you in control?

**Moderator:** Ulla de Stricker, de Stricker Associates, Canada

- It’s a new world of work – and we must adapt
  Sheila Pantry, Sheila Pantry Associates Ltd, UK

There are many opportunities to translate or extend the information professional’s skill sets into new areas, as well as to enhance the deliverables of existing library workplaces. Ulla de Stricker presents an overview of challenges and opportunities to the profession. Sheila Pantry leads this dynamic session asking “Are you in control of your career?” in which she outlines changes in workplace culture that may profoundly affect your career success, at the beginning as well as the end of your working lives.

11.30 – 12.30
Your glittering career: who is the new professional?

**Moderator:** Ulla de Stricker, de Stricker Associates, Canada

**PANEL SESSION**
Simon Edwards, CILIP, UK
Deb Hunt, Mechanics’ Institute Information Edge, USA
Alison McNab, Kimberlin Library, University of Nottingham, UK
Arthur Weiss, AWARE, UK

Four leading information professionals illustrate from their own experience how they have developed their careers so far and identify the skills and attributes they believe information professionals need to ensure an engaging and successful career in today’s and tomorrow’s new realities.

13.45 – 14.30
Growing with the new academia

**Moderator:** Ulla de Stricker, de Stricker Associates, Canada

- The embedded librarian in a technosavvy academic environment
  Adetoun Oyelude, University of Ibadan, Nigeria
- Cooperation for change in an academic environment
  Karin Westerberg, Luleå University of Technology, Sweden

Two case studies exploring emerging roles in academic settings. Hear how new roles straddle service provision, teaching and research support, reflecting the changes in the academic landscape.

14.45 – 15.30
Changing our futures

**Moderator:** Ulla de Stricker, de Stricker Associates, Canada

- Librarycamp – a channel for change
  Sue Lawson, Richard Veevers and Penny Andrews, Librarycamp, UK
- Changing our futures
  Deb Hunt, Mechanics’ Institute Information Edge, USA

Librarycamp’s open structure has unlocked staff potential, created new networks, and enabled the implementation of innovative new ideas in public, academic and special library services. The speakers share examples of how librarycamps have enabled them to cross hierarchies, roles and economic barriers to give them wider opportunities in the library world and beyond. To close, SLA President Deb Hunt summarises the day’s key takeaways and sends attendees away with a ‘blueprint’ for the next years of their careers.

15.45 – 16.30
Closing Plenary for Tracks A, B & C

Marydee Ojala, Donna Saxby and Jan Holmquist
See page 13.

Questions?
Any questions during the conference, please contact the organisers at the registration desk.
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How to create a digital archive
Tuesday, 15 October 2013
B105 - New spaces
16.00 – 17.15

Join Seth Cayley, our Publisher for Media History, to learn more about the newly-released Daily Mail Historical Archive, 1896-2004.

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**Speaker Directory**

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professionals in the UK and across is a thriving network for information initiatives. SLA Europe, founded in 1972, strengthens its members through their strategic partners. It promotes and innovative information professionals and a nonprofit global organisation for

The Special Libraries Association (SLA) is

www.sla.org

The Association of Independent Information Professionals (AIIP) is the premier industry association for businesses that provide research, information management, and consulting services across a wide variety of industries. AIIP provides a forum for networking and the sharing of best practices, secures industry partner discounts and publishes a quarterly newsletter. www.aiip.org

BIA LL

BIA LL is the leading professional body in the UK and Ireland for information professionals working with legal information. BIA LL is a self-supporting association which draws its income primarily from membership subscriptions. BIA LL supports the professional development of its members by organising regular training events, at both a national and regional level, and through the publication of its quarterly journal Legal Information Management. The Annual Conference is also an important event for BIA LL members, providing an opportunity to learn about and discuss, formally and informally, the key issues affecting the legal information profession. BIA LL has strong links with international legal information associations and offers bursaries to attend overseas conferences as well as its own conference. www.biall.org.uk

C L S I G

CLSIG (Commercial, Legal & Scientific Information Group) is one of the oldest special interest groups of CILIP. CLSIG supports and promotes the professional interests of members in commercial, legal and scientific workplace libraries and information services. This is facilitated by providing professional development training, networking opportunities for members, and representing their interests. www.clsig.org.uk

MnIT

The Multimedia Information and Technology Group is a lively group which unites CILIP members and standalone members of our Group who are engaged in, or interested in, multimedia information and technology developments in library & information science as well as arts, education and museums across all sectors from schools to public and special libraries, museums and galleries. http://bit.ly/Gzwufe

Swedish Association for Information Specialists (SFIS)

SFIS is a non-profit organisation for information management professionals. The association was founded in 1936 and has about 1,100 members. The members work in the private and public sectors, at universities, in government, in large conglomerates as well as in small companies.

The Association aims to improve the professional skills of its members, enabling them to attain the objectives of their organisations. The Association also endeavours to give its members the ability to advance their proficiency and keep them at the cutting edge of global changes – not least within the field of information technology.

SFIS offers its members: qualified courses and conferences at reduced fee news and intelligence on the information industry and new products (Online and web news – in Swedish) accurate research and best practice published in InfoTrend – Nordic Journal for Information Specialists (in Swedish with abstracts in English) a network of colleagues from all over Sweden.


UKeiG

UKeiG is a well-established and active group for information professionals, users and developers of electronic information resources, offering a wide range of practical workshops, seminars and forums. Updates and information on UKeiG activities are available via many platforms including their website, blog, email discussion list, RSS feeds and Twitter. www.ukieg.org.uk

UKeiG

UK Information Group

www.ukieg.org.uk
**CILIP Update**

CILIP Update is designed with the needs of individual CILIP members in mind. It brings you industry news, comment and debate on the big issues of the day where they impact on the library and information scene. It will keep you up to date on everything that affects the library and information profession, whatever your interest. CILIP Update covers everything from policy issues, the political landscape or changes in technology to what you need to know for your personal professional development.

www.cilip.org.uk/update

**Computers in Libraries**

Computers in Libraries is a monthly magazine that serves as a showcase and forum for library tech professionals to share their technological projects and success stories with one another. The magazine’s reader-friendly features and columns focus on practical applications of technology in public, school, academic, corporate, and special libraries. CIL is the librarian’s only independent, peer-to-peer resource on library systems and automation technology. It’s all tech, all the time.

www.infotoday.com/cilmag

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From the organisers of Internet Librarian International, Information Today (IT) is a monthly news publication that keeps information professionals “in the know” about news and industry trends that shape our world. IT offers hard-hitting features that provide insight and analysis into the world of information technology, while delivering updates about the latest innovative services and products. IT tackles the news from all angles to keep our readers informed on all fronts.

www.infotoday.com

**Information Today Europe**

From the organisers of Internet Librarian International, Information Today Europe provides news, facts and figures, strategic thinking, and informed comment on the trends shaping the global information space.

Information Today Europe focuses on innovation, technology and strategies for success in a wide range of information settings from corporate environments to academic and public libraries. Topics covered include knowledge and information management, e-resources, search and discovery, professional development, e-publishing news, technology updates, social media in action, and digital library strategies from across Europe.

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