Olympia Conference Centre, London

Conference & Sponsor Showcase
18 & 19 October 2016

Workshops
17 October 2016

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Join the buzz #ili2016

Keynotes...

Stuart Hamilton,
Deputy Secretary General/
Director, Policy & Advocacy,
IFLA, The Netherlands

Mia Ridge,
Digital Curator,
The British Library, UK

Jan Holmquist,
Assistant Library Director,
Guldborgsund Public Library,
Denmark
Conference Co-Chairs
Phil Bradley
Information Specialist and Information Consultant, UK
Marydee Ojala
Editor in Chief, Online Searcher, USA
Jan Holmquist
Global Librarian and Assistant Library Director, Guldborgsund Public Library, Denmark

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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.

Dineraunds
Looking for a fun evening in the company of your fellow delegates and speakers? While you’re at the conference, join your peers for dinner and themed discussions at local restaurants. Topics include library innovation, learning libraries, engagement, and improving search. A great way to get to know your fellow delegates, sign up at the Registration Desk. Restaurants are moderately priced and delegates are responsible for their own bills.

Conference Reception
Hosted by Information Today, all attendees are invited to join us for an informal drinks reception from 17.45-18.45 on Tuesday 18 October in ILI’s Sponsor Showcase.

Book signings
The following authors will be signing copies of their books during the reception. Don’t miss this opportunity to purchase discounted copies and chat with the authors.
Cheryl Ann Peltier-Davis – The Cybrarian’s Web 2
Heather Hedden – The Accidental Taxonomist
Dan Reamy – Deep Text

AIIP
The Association of Independent Information Professionals (AIIP) invites members and non-members to light snacks, appetisers, tapas and an evening of socialising immediately following ILI’s conference reception on Tuesday 18 October. The venue is the mezzanine level of The Cumberland Arms, 29 North End Road, Hammersmith, London W14 8SZ. The host is Arthur Weiss. Visit the AIIP sponsor table to sign up.

UKeiG Award announcement
Join UKeiG for the announcement of the winner of this year’s prestigious Jason Farradane Award on Wednesday 19 October at 12.15 in the Auditorium. UKeiG’s other major prize, the Tony Kent Strix Award, will be presented at the Strix Annual Lecture in London on 31 October. Details on the UKeiG website www.ukeig.org.uk

Follow the conference on social media
Join the conversation throughout the conference #ili2016

NOTE: The organisers and management of Internet Librarian International (ILI) reserve the right to make necessary changes to this programme. Every effort will be made to keep presentations and speakers as represented. However, unforeseen circumstances may result in substitution of a presentation topic and/or speaker. Information Today Inc/Ltd assume no liability for the acts of their suppliers nor for the safety of any Internet Librarian International (ILI) participant while in transit to or from this event. The total liability during the precise hours of the meeting will be limited to a refund of the delegate fee.
Welcome to Internet Librarian International – the library innovation conference

ILI is all about responding to challenge through innovation. It’s a great forum for sharing ideas, learning new skills, hearing about new tools and technology, making unexpected connections, discovering practical solutions, and exploring new and interesting approaches – all with the aim of helping you make a difference to your organisation, clients and communities.

We hope that, whatever sector you come from and whatever your specific library and information challenges, at ILI you’ll benefit from fresh new case studies, insightful advice from experts and practitioners, and personal experiences and lessons learned by other information professionals.

ILI’s sessions cover a wide range of topics, so whatever your focus you’ll find something here for you. This year’s themes include:

- The learning library and the learning librarian
- New tech for a new world
- Engagement: real impact on real communities
- Understanding users and influencing use
- Improving search and supporting research
- Setting digital content free

Developed with the invaluable help of ILI’s new delegate panel, this year’s programme focuses on the many ways that creative information professionals are responding to the opportunities and challenges of fast-developing technology, new business models and changing user expectations. The emphasis is on the ideas, initiatives and improvements that librarians and info pros are rolling out in order to help their organisations thrive and engage their users and communities, and on the ‘big challenges’ faced by all info pros.

As always, ILI 2016 places strong emphasis on collaborative learning, with thought-provoking keynotes, case studies, practical conference sessions, ‘share and swap’ networking opportunities, and a selection of in-depth workshops. We hope you’ll agree that all these elements combine to create an unparalleled forum for sharing, learning and enhancing your professional skills and the value of the services you offer.

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Day 1  Tuesday 18 October

09.00 - 10.00  •  WELCOME & OPENING KEYNOTE  (Auditorium)
Towards a sustainable information environment – what libraries can learn from the 2030 Agenda for Sustainable Development

10.00 - 10.30  •  COFFEE BREAK AND SPONSOR SHOWCASE OPENS

10.30 - 11.00  •  A101
How big data is changing libraries – and librarians
The end of accuracy

11.15 - 12.00  •  A102
Tools for the library innovator
Strategic innovation tools for every library type
15 sites for library innovators

12.15 - 13.00  •  A103
Learning librarians unleashed
Something to learn, something to teach: the mentoring librarian
The responsive librarian

13.00 - 14.15  •  LUNCH BREAK AND VISIT THE SPONSOR SHOWCASE

14.15 - 15.00  •  PLENARY KEYNOTE  (Auditorium)
Digital scholarship: new technologies and new behaviours

15.15 - 16.15  •  A104
‘The librarian as...’
The librarian as journalist
The librarian as events manager
The remote librarian

15.15 - 16.15  •  B104
Dancing with data
Open all hours: using open data in learning and the teaching of data literacy skills
Digital data labs

15.15 - 16.15  •  C104
Making engagement engaging
Pablo the penguin: how a brand mascot can reach the disengaged
Hosting a Wikipedia edit-a-thon
Enhancing student engagement

16.45 - 17.45  •  A105
Collaborative library service design
A collaborative approach to developing new library services
From vision to reality: developing a collaborative library and information service for nature conservation

16.45 - 17.45  •  B105
Innovative tools, innovative thinking
Measuring the impact of websites: an open source, national solution
Great expectations – what a difference a tool could make
Expanded library intelligence – how to capture and use it to better engage with customers

16.45 - 17.45  •  C105
Feel the love! How libraries and citizens transform communities
Happy days: how a library revitalised a night club community
The Danish love storm: bringing love to an unloved community
Loving libraries with powerful partnerships

17.45 - 18.45  •  CONFERENCE RECEPTION IN THE SPONSOR SHOWCASE
### Day 2  Wednesday 19 October

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WebSearch Academy 2016

Workshop leaders:
Karen Blakeman, Independent Researcher and Search Consultant, UK
Phil Bradley, Information Specialist and Independent Consultant, UK
Marydee Ojala, Online Searcher magazine, USA

Changes in web search threaten the ability of information professionals to deliver the relevant and reliable results they promise. Features and functionality come and go. The amount of information readily available online grows exponentially. Public attitudes towards search assume search engine infallibility. Machine learning, artificial intelligence, personalisation algorithms, and legal restrictions affect what information professionals can find through searching the web.

Librarians and information professionals need to be on top of their game to distinguish themselves from run of the mill searchers. Keeping up with all the changes is exhausting and time consuming. That’s where WebSearch Academy comes in.

WebSearch Academy speakers are expert searchers who examine what’s new and different in major search engines like Google, Bing and Yandex. They investigate how other, lesser-known, search engines can benefit professional researchers. They share what they’ve learned from following the twists and turns of web searching on a regular basis, with an authoritative perspective on all the players in the search game.

At WebSearch Academy this year you’ll learn about finding hidden information, determining the legitimacy of information on the web, using social media for serious research and protecting your privacy. Other topics include audio and visual search, research using mobile devices, open access, government data and functionalities come and go. The amount of information accessible to them.

In this workshop we will explore new tools and services available to researchers, the extent to which researchers (in various disciplines, career stages and countries) actually use these tools, and what this can mean for the way libraries shape research support services. We’ll look at concrete examples of how the survey results can support decision making in libraries, and how libraries can leverage the results to answer questions important to them.

Depending on your skills and interests, you’ll work with either a user-friendly dashboard, the full dataset in spreadsheet format, or with Python or R scripts. No prior programming experience is required; bringing your own laptop and an inquisitive mind is all you need. You’ll learn how to identify and assess the quality of resources. Learn search tips and techniques that are relevant to your academic or professional field.

About the workshop leaders
Karen Blakeman is a freelance researcher and also provides training and consultancy on how to use the web and social media as research tools, and on how to identify and assess the quality of resources.
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.
Marydee Ojala edits Online Searcher magazine, writes for information industry publications, and is a frequent speaker at international conferences.

Workshops  Monday 17 October

W1  •  10.00 - 17.00
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W2  •  10.00 - 17.00
101 innovations in scholarly communication – re-designing research support services

Workshop leaders:
Bianca Kramer, Scholarly Communication/Subject Specialist, Life Sciences and Medicine, Utrecht University Library, The Netherlands
Jeroen Bosman, Scholarly Communication Librarian, Utrecht University Library, The Netherlands

Every week, we hear of new websites and tools that are designed to support scholarly communication in all phases of the research workflow. Confronted with such rapid changes and developments, how can libraries and librarians keep up to date while expanding and improving the services they provide to researchers?

Taking the research workflow as a starting point, this workshop explores how the way researchers work is affected by the supply and demand of new tools. In 2015-16 the workshop leaders undertook a global survey of more than 20,000 participants, exploring the tools that are being used in 17 key research activities.

Libraries can use the results of this survey to support licensing decisions, (re)consider tools practiced in information literacy classes, prepare for talks with groups of faculty/PhD-students/postdocs, see how research practices in their institution compare with national and global trends, and find out about the patrons’ stance towards Open Access, Open Science and developments in scholarly communication in general. Above all, they can show that as a library, they want to think with researchers, not for them.

In this workshop we will explore new tools and services available to researchers, the extent to which researchers (in various disciplines, career stages and countries) actually use these tools, and what this can mean for the way libraries shape research support services. We’ll look at concrete examples of how the survey results can support decision making in libraries, and how libraries can leverage the results to answer questions important to them.

Depending on your skills and interests, you’ll work with either a user-friendly dashboard, the full dataset in spreadsheet format, or with Python or R scripts. No prior programming knowledge is required; bringing your own laptop and an inquisitive mind is recommended!

About the workshop leaders
Bianca Kramer is subject specialist for Life Sciences and Medicine at Utrecht University Library, with a strong focus on scholarly communications and Open Science. She regularly leads workshops on various aspects of scholarly communication for researchers, students and other stakeholders in scholarly communication.
Jeroen Bosman is Scholarly Communications and Geoscience Librarian at Utrecht University Library. His main interests are Open Access and Open Science, scientometrics, visualisation and innovation in scholarly communication. He is an avid advocate for Open Access and for experimenting with open alternatives. Jeroen regularly leads workshops in online search and other aspects of scholarly communication, for students, faculty and professionals alike.

W3  •  10.00 - 13.00
Wikipedia for newbies

Workshop leaders:
Helen Lane, Emerging Technologies Librarian, Gladys Marcus Library, Fashion Institute of Technology, USA
Stephenie Futch, Content and Community Relations Strategist, Fashion Institute of Technology, USA

Wikipedia claims to be the ‘free encyclopedia that anyone can edit’ but the truth is far more complex than this tagline suggests. The fact is that not all articles are freely editable and not all editors are successful in getting their edits accepted. This workshop, for people with little to no experience in editing Wikipedia, will detail best practices in becoming a successful member of the community of Wikipedians. Topics and hands-on activities will include:

• The Five Pillars of Wikipedia
• Wikipedia etiquette
• Wikipedia mark-up basics
• Setting up your user page
• Talk and user talk pages
• Wikipedia projects and groups

By the end of the workshop, you will have an understanding of the inner workings of the Wikipedia community. You will also have a newly-created Wikipedia account and some experience making minor edits to articles including creating citations, uploading images, and using templates. Once you have mastered the art of Wikipedia, you will be in a better position to encourage and support your users to engage with digital content/ digital tools.

About the workshop leaders
Helen Lane is Emerging Technologies Librarian at the Fashion Institute of Technology in New York and is charged with supporting the information literacy and research needs of the FIT community through the creation of online content, technology training and engagement through social media. Helen holds an MLIS from Pratt Institute and has previously worked in the libraries of the Metropolitan Museum of Art, the New York Public Library, Pace University, and Columbia University.
Stephenie Futch is Content and Community Relations Strategist at the Fashion Institute of Technology with degrees in Fashion Merchandising and International Trade. She began work in the Information Technology department of FIT while still a student and has since risen to the position of Content and Community Relations Strategist for the department.
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Towards a sustainable information environment – what libraries can learn from the 2030 Agenda for Sustainable Development

Stuart Hamilton, Deputy Secretary General/Director, Policy & Advocacy, IFLA, The Netherlands

Sustainable development was once a fringe issue. Yet prolonged advocacy and engagement have now seen it become mainstream. Sustainable development now sits as the very heart of United Nations policy, as evidenced by the new 2030 Agenda for Sustainable Development and the Sustainable Development Goals themselves.

It is clear that libraries can be at the very centre of national development plans being drawn up to achieve the SDGs, and can provide services to support decent work, economic growth, the reduction of inequality, good health and well-being. But should we be looking to do more? Can we advocate for national plans to ensure access to information in the future, so that future generations will still be able to create, use and preserve information, regardless of their ability to pay? Stuart Hamilton calls for libraries everywhere to mainstream information issues so that policymakers can work actively towards the creation of a long-term, sustainable information environment.

A101
10.30 - 11.00 • How big data is changing libraries – and librarians

The end of accuracy
Rafael Ball, ETH Zürich, Switzerland

For nearly 40 years libraries have used relational databases. Only information that had been typed in accurately could be queried again. This technique and working style have shaped nearly two generations of librarians, enhancing the profession’s claim of accuracy. Now, Big Data technologies offer the opportunity to break new ground and to let go of accuracy. This shift includes the acceptance of inaccuracy, moving away from an intellectual process of exploration and processing, and the recognition of algorithm controlled processes in library routine. This requires a fundamental change of thinking.

11.15 - 12.00 • Tools for the library innovator

Strategic innovation tools for every library type
Kenn Bicknell, Los Angeles County Metropolitan Transportation Authority, USA

15 sites for library innovators
Marydee Ojala, Online Searcher, USA

This session explores what it means to be an innovative library – and how innovation can be supported and ideas generated with minimum overheads and the judicious use of free-to-access sites and apps. The Metro Transportation Research Library & Archive serves 9,000 employees and 10 million regional residents in a complex, interdisciplinary environment with just two full-time librarians. It does so through strategic innovation, niche marketing, and giving users what they need to know before they even know they need it – let alone ask. Marydee Ojala selects fifteen free and low-cost web tools, social media, and innovative collaborations with other institutions that have special appeal to spark innovative thinking in library environments of all types. This dynamic and invigorating presentation features a rapid-fire overview of the sites’ capabilities and introduces new perspectives for information professionals.

B101
10.30 - 11.00 • Artificial intelligence and deep learning

How to prepare for the new world?
Terence Howe, Institute for Research on Labor and Employment, University of California – Berkeley, USA

The pace of innovation has accelerated so quickly that yesterday’s cutting-edge tech (social media, cloud computing) is being pushed to the side by newer and more powerful tech tools. Chief of these is artificial intelligence (AI). AI has integrated Big Data analytical techniques and new cognitive functionalities that go by the name of ‘Deep Learning’. In doing so AI has unlocked new potential to revolutionise information access, internet services and computing in general. What are the key AI trends and how can info-pros take the lead as Deep Learning and Big Data push AI technology into every field of practice?

11.15 - 12.00 • Real-time tech in real-life libraries

Using real-time data to transform a library
Henrik Secher Nielsen, Randers Public Library, Denmark

Snooper’s paradise? Using wifi to understand library building use
Joanna Ball, University of Sussex, UK

Location intelligence provides libraries with an opportunity to increase understanding of users’ movements, interactions and resource utilisation, and to inform the development of new services. We already collect significant amounts of data on usage of our physical buildings to inform decision making. We know who is coming into the library and when, but what happens once they’re in the building? A public library initiative in Denmark collects real-time data to create a transformative library – one that personalises the library experience for the user. The University of Sussex Library has carried out a pilot project to understand building usage through an Internet of Place development, using wifi monitoring to detect wireless signatures, and big-data analysis and visualisation tools to understand the results.

C101
10.30 - 11.00 • Making engagement work

Engaging many communities in UK research
Helen Young, Loughborough University, UK

Jodie Bell, Taylor & Francis, UK

Engagement with researchers, academics, librarians and media is key to a successful UK project and to widening research dissemination. A collaborative project used a multi-channel approach to four levels of engagement with stakeholders across the organisation – and beyond. This included engaging with teams across the university, working with student participants, collaborating with publishers and engaging the wider community in broadcasting research outputs.

11.15 - 12.00 • New places, new faces

Three years of makerspaces – a visual perspective
Heather Moorefield-Lang, University of South Carolina, USA

Space exploration: the journey of a pop-up makerspace
Joanne Butler, University of Sussex, UK

This session explores what it means to be an innovative library – and how innovation can be supported and ideas generated with minimum overheads and the judicious use of free-to-access sites and apps. The Metro Transportation Research Library & Archive serves 9,000 employees and 10 million regional residents in a complex, interdisciplinary environment with just two full-time librarians. It does so through strategic innovation, niche marketing, and giving users what they need to know before they even know they need it – let alone ask. Marydee Ojala selects fifteen free and low-cost web tools, social media, and innovative collaborations with other institutions that have special appeal to spark innovative thinking in library environments of all types. This dynamic and invigorating presentation features a rapid-fire overview of the sites’ capabilities and introduces new perspectives for information professionals.
Learning librarians unleashed
Something to learn, something to teach: the mentoring librarian

Alyson Dalby, International Librarians Network, Denmark

The responsive librarian
Milenka Kastic and Vesna Vukasin, University Library Svetozar Markovic, Serbia

Who better to mentor and teach librarians than librarians? The International Librarians Network (ILN) has developed a new approach to mentoring which has produced a successful, adaptable and sustainable programme. It uses a peer mentoring model that challenges hierarchical notions of mentoring, based instead on the idea that we all have something to learn and we all have something to teach. Online mentoring offers opportunities to a wide range of library professionals, creating its own international community. Academic librarians in Serbia have taught an accredited course, ‘The Culture of Digital Marketing’, to fellow librarians in the public sector, schools, national libraries and academia. Next, they plan to take on social media and digital storytelling courses!

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Who better to mentor and teach librarians than librarians? The International Librarians Network (ILN) has developed a new approach to mentoring which has produced a successful, adaptable and sustainable programme. It uses a peer mentoring model that challenges hierarchical notions of mentoring, based instead on the idea that we all have something to learn and we all have something to teach. Online mentoring offers opportunities to a wide range of library professionals, creating its own international community. Academic librarians in Serbia have taught an accredited course, ‘The Culture of Digital Marketing’, to fellow librarians in the public sector, schools, national libraries and academia. Next, they plan to take on social media and digital storytelling courses!

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Collaborative library service design

A collaborative approach to developing new library services

Julia Barrett, University College Dublin, Ireland

From vision to reality: developing a collaborative library and information service for nature conservation

Lizzie Sparrow, Cambridge Conservation Initiative, UK
Andrew Alexander, Cambridge Judge Business School, UK

For libraries to succeed, they must demonstrate value, expertise and strategic alignment. The restructuring and redesign of the Library of University College Dublin required a strategic approach that was aligned to both the research lifecycle and the university’s overall strategy. New cutting edge services were designed, new roles created in a time of austerity and recruitment freezes, and new boundary-spanning partnerships forged. The creation of a shared library and information service for the Cambridge Conservation Campus required a shared vision, collaboration and lots of negotiation!

Innovative tools, innovative thinking

Measuring the impact of websites: an open source, national solution

Jannicke Røgler, Buskerud County Library, Norway

Great expectations – what a difference a tool could make

Anne Järvinen and Lovisa Cottrell, Stockholm University Library, Sweden

Expanded library intelligence – how to capture and use it to better engage with customers

John Lugg, Holmax Pty Ltd, Australia

In this session we explore the use of modified tools to help libraries understand how they are performing compared to others. On behalf of the National Library of Norway, the Buskerud County Library developed an open source solution that allows every library in Norway to measure and compare the performance of library websites. The system is based on Piwik, the leading open source solution for web analysis. Stockholm University Library’s use of a complicated business intelligence tool proved to be ‘a failure’. Here they share with us what they have learnt, posing questions about the limiting nature of tools.

Feel the love! How libraries and citizens transform communities

Happy days: how a library revitalised a night club community

Martin O’Connor, University College Cork Library, Ireland

The Danish love storm: bringing love to an unloved community

Kirsten Sydendal, Lolland-Falster, Denmark

Loving libraries with powerful partnerships

Nicholas Berg, Gale, Cengage Learning, UK

In Denmark, the Lolland-Falster region has suffered for decades from an unmerited bad national image and low self-esteem. Local citizens set about changing this for good by creating a Love Storm. 22,000 Inhabitants and friends of the area were collected in a Facebook group and asked to collect and share positive stories about themselves and the region. The resulting Love Storm was used to restore a sense of pride and love for the region. In Ireland, University College Cork crowdsourced an exhibition celebrating the much loved Cork Club Sir Henrys. The project celebrated nostalgia, love and engaged the Cork community and diaspora. Hear how Gale has partnered with leading libraries like the London School of Economics Library to digitise important materials including the papers of the Albany Trust to support the LGBT community.

CONFERENCE RECEPTION IN THE SPONSOR SHOWCASE

All attendees are invited to a Drinks Reception from 17.45 - 18.45 in the Sponsor Showcase, hosted by Information Today Ltd

AIIP Social

From 18.30 onwards The Association of Independent Information Professionals (AIIP) invite all attendees to an evening of socialising, tapas and drinks immediately following ILI's conference reception at The Cumberland Arms (mezzanine), 29 North End Road, Hammersmith, London W14 8SZ. Visit the AIIP sponsor tabletop at ILI to sign up.
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Peers with Ideas!

This year we are encouraging our delegates, speakers and sponsors to celebrate the open and sharing nature of internet librarians. In parallel to the main conference we’re running a variety of informal sessions where you can share tips, swap ideas, and discover new tools and inspiration.

**MINI WORKSHOP – SPEAK UP, SPEAK OUT**
Tuesday 18 October
16.45-17.30 (Room 305)
A workshop for anyone who finds the very thought of speaking in public or tackling networking events a little bit daunting
*Suzanne Wheatley, Sue Hill & TFPL, UK*

A room full of strangers at a networking event can be a fun and exhilarating experience for an extrovert and quite the opposite for an introvert. With a few pre-prepared strategies, it can be easier to navigate your way through the room and come out the other side successfully having made connections and contributed to conversations. Likewise, the art of public speaking comes easily to very few people. If we think of it as performance, we can naturally assume it takes practice to perfect it, to get it right. And that means there are tools with which we structure that practice.

In this workshop we will talk about the barriers to speaking up and speaking out and how we plan strategies and use tricks to overcome them. As communication isn’t theoretical, this will be an interactive session - one with structure and plenty of smiles and which will send you back out into the conference feeling confident in your ability to speak in public.

Numbers are limited and pre-registration is required for this session. If you have not yet signed up, please come to the Registration Desk to see if there any spaces available.

**THE ILI APP GAME**
Wednesday 19 October
11.15-12.15 (Foyer)
Led by *Phil Bradley, Independent Consultant, UK and Andy Tattersall, School of Health and Related Research, University of Sheffield, UK*

What’s ILI 2016’s favourite app? Come along and be prepared to make a case for your favourite app in a fight to the finish, as each table of up to 4 delegates chooses which app to save and which to ditch. Finally, the winning app from each table will go head to head in the final deciding match to find out our favourite app of the year. Please come prepared to play - know your favourite app and have a few positive words to say about it.

Pre-registration is required for this session. If you have not yet signed up, please come to the Registration Desk to see if there any spaces available.

**THE SECRET GARDENS OF SEARCH**
Tuesday & Wednesday
18 & 19 October (Foyer)
An ILI ideas generator

At ILI, we gather ideas about lots of things. Search is a particular interest for many delegates. What are your top tips to get the most out of search engines, content rich website, and/or subscription databases? Share your ideas in the garden!

**THE BIG READ at ILI 2016**
In the lead-up to the conference, as well as at the event itself, we are swapping reading recommendations – both books and articles and other resources. We’re even sharing our favourite librarians in movies.

It couldn’t be simpler to share your recommendations. We are using Padlet. If you don’t already have an account, simply register at [www.padlet.com](http://www.padlet.com). It’s easy and free.

When you are logged in, click on this link to find our Big Read Padlet, add your own recommendations, and see what other delegates have shared: [http://bit.ly/2bhKLRZ](http://bit.ly/2bhKLRZ). The password is ili2016del.

**THE ILI 2016 PLAYLIST**
Every great event deserves a great soundtrack!

Help us to create a wonderful Spotify playlist that can be enjoyed by everyone attending ILI this year – before, during and after the event.

Do you have one great song or piece of music you’d love to recommend to your peers? Then add it to our collaborative playlist – [http://spoti.fi/2cYfAh](http://spoti.fi/2cYfAh)
10.00 - 10.30 • WELCOME AND KEYNOTE (Auditorium)

10.30 - 11.00 • A201
Moderator: Jan Holmquist, Guldborgsund Public Library, Denmark

Big challenges for libraries
Change mandatory, survival optional

Liz McGettigan, SOLUS, UK

Yes – we’ve been listening! ILI delegates have shared their professional challenges and concerns and three major themes have emerged. How do we influence policyholders and paymasters on our impact and potential? How do we replicate the public’s trust in us in a digital world? How do we compete with Google? In the digital age, libraries are transforming to maximise our collections, community connections and expertise alongside new technologies to promote entrepreneurship and business development. If you think about citizens and library users in a new way, as mobile, digitally accessible, yet unique and focused on receiving the service that they want whenever they want it, technology gives them and you the opportunity to build a new relationship. Liz McGettigan explores major challenges facing libraries today.

11.15 - 12.15 • B202
Moderator: Marydee Ojala, Online Searcher magazine, USA

The search for quality
Are you plugged in? Enhanced web searching

Arthur Weiss, AWARE, UK
Search follies, foibles and fallacies

Marydee Ojala, Online Searcher magazine, USA

Whose insight is it anyway? Robot writers and automated churnalism

Tony Hirst, The Open University, UK

This session explores how info pros can help cut through the mire of misinformation and poor quality content. From the plugins that can help us raise our search game, to the critiquing of content and data, how can we ensure we - and others - don’t misinterpret, misunderstand and misuse search results?

UKeiG Award announcement
Join UKeiG for the announcement of the winner of this year’s prestigious Jason Farradane Award

10.30 - 11.00 • B201
Moderator: Marydee Ojala, Online Searcher magazine, USA

Phil’s faves
The latest apps and tools for information professionals

Phil Bradley, Freelance, Information Specialist and Independent Consultant, UK

Join conference co-chair and ILI favourite Phil Bradley for his ever-popular non-stop tour of the best apps, tips, tools and sites to help ensure you stay one step ahead.

10.30 - 11.00 • C202
Moderator: Alison McNab, University of Huddersfield, UK

Digitising culture, freeing content
Celebrating digital content

Aubéry Escande, Europeana, The Netherlands

An exploration of Europe-wide collaborative projects to celebrate the rich range of content held in libraries, museums and other institutions. From Reading Europe: European culture through the book, which enable digital access to the ‘top 100’ books from each country, to the recent launch of Europeana 280, hear how Europeana enables wider public access to great digital content.
Films, funnies, Facebook and footfall: real stories of fantastic marketing

Tune into the library channel

Arthur Robbins, Roche Products Ltd, UK

Serious Wednesday, Funny Friday – using Facebook to market the library

Guro Nygaard andHenning Sandvik, Oslo and Akershus University College of Applied Sciences, Norway

Two library services set out to make films that would encourage greater use of library resources. The library at Roche used an iPad app called Adobe Voice to create a series of videos that have directly increased footfall and awareness of the library. In Norway, academic librarians used films to increase their presence on Facebook.

Understanding users, working with vendors

ALVIN: three case studies across three audience groups

Anna Clareborn, Uppsala University Library, Sweden

Getting the best from suppliers: tips and ideas

Penny Bailey, Bailey Solutions, UK
Fiona Fogden, Reed Smith LLP, UK

In this session we explore different approaches to understanding and working with different people – both users and suppliers. Learn how one organisation works with different user groups to develop a digital cultural heritage repository. Then, how can we work with our suppliers? The overarching objective between a vendor and a customer is to have a relationship that is sustainable, painless and mutually beneficial. Debunking some myths is a good way to explore how this might be achieved. This session explores assumptions about vendor tactics and methods.

Supporting the research process

Hack the research process! Social media tools and mobile apps to support research and publishing

Cheryl Ann Peltier-Davis, University of the West Indies, Trinidad and Tobago

Scholarly communication support services

Blanca Kramer and Jeroen Bosman, Utrecht University, The Netherlands

Social media tools and mobile apps are increasingly being used by librarians to support their research activities as they work within their organisations to establish creative spaces which support teaching, learning and innovation. This session reviews the steps involved in the research process and identifies the latest mobile, cloud-based and web-based tech tools and apps available for info pros to conceptualise, conduct and complete research projects.

Digital poems, digital stories

Poetic places: an exercise in apps, GPS and open collections

Stella Wisdom, British Library, UK

Telling digital tales

Gary Green, Surrey Libraries, UK

Two great projects encouraging people to interact with existing open cultural resources and to create their own digital content. Poetic Places is a free app that uses GPS to help users encounter literature about place in situ, accompanied by contextualising histories and evocative visual materials drawn predominantly from open archive collections. Surrey Libraries ran workshops focused on interactive fiction and other forms of digital storytelling. They have enabled users to write and share their own tales in new and creative ways using technology.

Info pros: strong, influential and effective – what we know, and what next?

Hazel Hall, Director, Centre for Social Informatics, Edinburgh Napier University, UK

Hazel Hall helps draw together some key conference themes and suggests some positive ways forward – steps to develop a strong, influential and effective information profession that can deliver a sustainable information environment.

There's more to ILI than the ideas and inspiration generated at the conference. ILI365 extends the ILI community throughout the year, enabling continuing discussions and the exchange of ideas and expertise. How will you and your fellow delegates use the ideas and inspiration gained at ILI to enhance your professional skills and the value of the services you offer in the year ahead? www.ili365.com
Throughout this year’s ILI conference speakers and delegates have been sharing and swapping ideas.

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Significantly improved library services via:

• Community Engagement
• Event Management
• Customer Participation
• Customer Awareness

Leads to: improved customer relationships; more memberships & meaningful library intelligence

Presently, libraries either cannot or find it very difficult to:

a) Measure, real time, which library services are/not sought by customers
b) Identify & reach specific groups of library customers who want tailored library info
c) Simultaneously reach customers across all contact preferences (Email, SMS, voice, App, Facebook, Twitter, etc)
d) Create & manage events - then send event info to registered customers regardless of their contact preference
e) Automatically welcome new customers & introduce them to all the services offered by their library

PRO-Scribe solves all the problems above and much more...

• Subscription management: for customers to choose the information and services offered by libraries
• Event management: scheduling, registrations, cancellations, event-update messaging & reporting
• Messaging: one-off, recurring & personalised communication to library customers and followers
• Customer feedback: subscription trend graphs / data analysis & community suggestions.
# Speaker Directory

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<td>Henrik Secher Nielsen</td>
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<td>Kathy Settle</td>
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<td>Lizzie Sparrow</td>
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<td>Kirsten Sydendal</td>
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<td>Andy Tattersall</td>
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<td>Arthur Weiss</td>
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<td>Helen Young</td>
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