The Internet Conference and Exhibition for Librarians and Information Managers

OCTOBER 16–18, 2018
PRECONFERENCE WORKSHOPS
MONDAY, OCTOBER 15

Community Partners: Beyond Outreach!

Monterey Marriott
MONTEREY, CALIFORNIA

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CONNECT! #InternetLibrarian

ORGANIZED AND PRODUCED BY
Internet Librarians have been reaching out as never before to their various communities whether they are indigenous people, investment bankers, students, government policymakers, families, researchers, lawyers or doctors; and they provide an array of services to these communities through numerous channels: brick-and-mortar libraries, buses, digital platforms, classrooms, makerspaces, face-to-face, and more. Now Internet Librarians are going beyond these amazing roles and service programs to get to the heart of their communities, to be integral to the success of their communities. Join us as we hear from extraordinary librarians and their communities, look at new community models, and learn about exciting products and services they are creating and the suppliers with whom they are partnering.

Information Today Inc., a key provider of technology conferences for more than 30 years, is pleased to announce the 22nd annual Internet Librarian—the only conference for information professionals who are using, developing, and embracing internet and web-based strategies in their roles as information architects and navigators, webmasters and web managers, content evaluators and curators, digital managers, developers and integrators, taxonomists, searchers, community builders and managers, information providers, trainers, guides, and more.

Join us at the most comprehensive conference for library and information professionals interested in technology to discover the insights, strategies, and practices that allow us to push the envelope in expanding the internet, building solid connections to the Internet of Things, managing libraries and digital information, and enhancing the information-sharing and learning experience of people in our communities. Internet Librarian 2018 provides attendees with lots of opportunities to meet and hear from leading “movers and shakers” in the information industry in all types of environments. This conference encourages you to bring and share your ideas and champion new practices—this is where ideas and action come together, where innovation ignites.

### Community Partners: Beyond Outreach!

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### Honoring Barbara Quint (BQ)

Library Hive Mind or Into the Shark Tank? Transform Ideas to Action-Ready Plans

**OCTOBER 12–14, 2018 • Asilomar Conference Grounds**

You have ideas for services and initiatives that will future-ready libraries. You’re curious, you love collaborating with diverse colleagues, relish provocative thinking and the interchange of ideas, and, most of all, are eager to make things happen. At this one-of-a-kind weekend, set in Monterey (Calif.) Pacific Ocean vistas, you kick-start your ideas—or other people’s ideas—to draft service and/or business plans. Smart, passionate, experienced mentors guide you through developing a service or business plan and readying your pitch to key stakeholders to realize your plan. You enter on Friday night, joining with other thinker-doers to shape an initiative to meet the competitive, complex forces of today, and present it to a panel of judges on Sunday who assess the readiness of your plan for implementation and reality. Are you ready? Check www.dysartjones.com for more details. Limited to 40 registrants and 12 mentors.
INTERACTIVE NETWORKING EVENTS!

MONDAY, OCTOBER 15 • 4:30 p.m. – 5:30 p.m.
Cannery Row Walking Tour
Jen Waterson, Librarian, California State University, Stanislaus

Need a stretch after a day of workshops or traveling on airplanes? Want to hear some of the lore of Cannery Row and see some of the sights? Join our California librarian as she leads a walking tour from the Marriott to Cannery Row before our Games & Gadgets evening networking event!

MONDAY, OCTOBER 15 • 5:30 p.m. – 7:30 p.m.
Games, Gadgets, & MakerSpaces: Conference Opening Networking Event

Join our gamers and gadget lovers for an evening of fun, playing, learning, and networking. See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and ideas! Share with a poster about what your library is doing with creative making and makerspaces. Play, make, and fill your bingo card for a chance to win a free registration to next year’s Internet Librarian! Led by Brian Pichman and Tod Colegrove this event starts your conference experience with lots of learning and laughing! Refreshments included.

Networking Reception

Information Today, Inc. invites all conference registrants and exhibitors to a special Networking Reception in the Sponsor Showcase on Tuesday, October 16th from 5:00 p.m. to 6:00 p.m. This is a great time to gather with fellow Internet Librarians and suppliers, renew acquaintances, meet new colleagues, sample tasty goodies, and check out the latest products and services in a relaxed atmosphere.

Informal Dine Arounds

Plan to meet your colleagues for dinner. Find more information and online registration at il.infotoday.com.

GET CONNECTED!

Watch for news and updates before and during the conference in the Internet Librarian Conference Blog at www.libconf.com. Visit the blog for tips, networking opportunities, and information to make your stay in Monterey pleasant and productive. The hashtag for this year’s event is #InternetLibrarian.

SPONSOR SHOWCASE

The Internet Librarian 2018 showcase features leading-edge companies that offer visitors a choice of products covering all aspects of internet technologies, including content providers, online services, software, document and web delivery systems, search engines, and more. For more information on sponsorships or promotional opportunities, contact:

LAURI WEISS-RIMLER
lwrimler@infotoday.com • 908-219-0088

SHOWCASE HOURS

Tuesday, October 16 .................. 8:00 a.m. – 6:00 p.m.
Wednesday, October 17 ............... 8:00 a.m. – 5:00 p.m.

A DAY OF WORKSHOPS!

In addition to our popular full-day Searchers Academy, we have 12 half-day workshops on Augmented and Virtual Reality, Cybersecurity, Design Planning, Extreme UX, Facilitation, Tech Trends, Adult Learning, Strategic Tech Planning, Smart Library Spaces & Buildings, and more. See pages 6–7 for details.

WEDNESDAY EVENING SESSION

Are Librarians Smarter Than a Machine?
7:30 p.m. – 9:00 p.m.
HOST: Stephen Abram, Lighthouse Consulting
CONTESTANTS:
Susan L. Considine, Executive Director, Fayetteville Free Library
Gary Price, Co-Founder, INFOdocket & FullTextReports
Amy Affelt, Director, Database Research Worldwide, Compass
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library & more

Artificial intelligence (AI) helps the learning curve for machines. Curiosity and knowing the location of endless resources support librarians. Get some facts in a fun atmosphere, see some interesting demos, watch the competition, and vote for the smartest! See Amazon Echo & Echo Dot Kids–Alexa, iPhone Siri, Google Home, and Dewey (Palo Alto City Library Robot) pitted against library industry stars! Bring your smart phone/computer too!

SATELLITE MEETING IN CONJUNCTION WITH THE MONTEREY PUBLIC LIBRARY

FRIDAY, OCTOBER 19 • 9:00 a.m. – 4:00 p.m.
followed by a tour of the Monterey Public Library

SolveSessions: Collaborative Creative & Critical Thinking
Peter E. Raymond, CEO/Founder, SolveOS

Empowering better global citizens by solving global goals is the intention of these SolveSessions, which are based on social learning theory and methods designed to develop critical thinking. This 1-day free training session provides the tools and techniques for you to work with your community to grow global citizens by learning to solve problems. The SolveSessions platform encourages the sharing of knowledge, technology, and experiences to enable curiosity and creativity. The tools empower successful empathetic problem solvers and lifelong learners, exactly the audience of our library communities. This immersive problem-solving session uses SolveOS transformative methodology and tools to exponentially accelerate your community’s time to alignment, insight, and action on any problem you choose to solve. You can start using these solving methods with your kids, teens, students, adults, or whoever makes up your community. If you can answer this question, “What problem do you want to solve?” or want to hear the answer from your community, this workshop is for you! Join a number of speakers from Internet Librarian and get the tools, processes, and techniques to make SolveSessions happen in your community. Includes lunch and refreshments.
**CONFERENCE AT-A-GLANCE**

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<thead>
<tr>
<th>Time</th>
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<tr>
<td>8:00 a.m. –</td>
<td>CONTINENTAL BREAKFAST in the Sponsor Showcase</td>
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<td>KEYNOTE ● Tomorrow’s Architects ● Peter Morville</td>
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**LIBRARY TECH INDUSTRY UPDATE & TRENDS**

- **Library Tech Industry**
- **Update & Trends**

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TUESDAY, OCTOBER 16

OPENING KEYNOTE ● Sharing Cultural & Civic Resources: OFBYFOR ALL

COFFEE BREAK in the Sponsor Showcase

TRACK D ● MODELS FOR LIBRARY SUCCESS

Model for Private/Public Partners for Libraries

Model for Private/Public Partners for Libraries (continued)

TRACK E ● INTERNET@SCHOOLS

Future-Ready?

Emerging Literacies

LUNCH BREAK

Innovation & Excellence in Libraries: Copenhagen & Ontario

Community Partnership Network for Youth

School & Public Libraries Unite!

NETWORKING RECEPTION in the Sponsor Showcase

WEDNESDAY, OCTOBER 17

KEYNOTE ● Tomorrow’s Architects

COFFEE BREAK in the Sponsor Showcase

TRACK D ● MARKETING FOR AWARENESS & IMPACT

Library Competition: Take It Seriously!

You Don’t Need to Own It: Lessons From Unicorn Category Killers

TRACK E ● INTERNET@SCHOOLS

Telling the Library Story: Messaging & Median Strategies

What Students Tell Us About Libraries

LUNCH BREAK

It’s All About Story

Clarity & Creativity: Mindfulness for Librarians

Google Analytics & My Business

EVENING SESSION ● Are Librarians Smarter Than a Machine?

THURSDAY, OCTOBER 18

KEYNOTE ● Market Impact: Creating Positive Outcomes & Actions

COFFEE BREAK

TRACK D ● LIBRARIES & THE VIDEO ERA

Immersive Video Displays = Site for Public Storytelling

Integrating iPad Kiosk Tech & Photos

TRACK E ● SMART COMMUNITY PARTNERSHIPS

Building a Smart Academic or Community Campus

Building a Smart Academic or Community Campus (continued)

LUNCH BREAK

Video Tools, Creation, & Impact

Video Tools, Creation, & Impact (continued)

CLOSING KEYNOTE ● Libraries’ Biggest Challenges & Solutions

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Morning Workshops • 9:00 a.m. – 12:00 p.m.

W2 • Planning for Strategic Design: Agile & Dynamic
Peter Morville, President, Semantic Studios, & Author, Planning for Everything: The Design of Paths and Goals
In response to a manager’s query about how to plan products, Alan Kay famously remarked “the best way to predict the future is to invent it.” His answer invokes a paradox at the heart of design: We can’t know the future, yet it’s what we design for. If we hope to practice design successfully in an era of rapid change, we must get better at planning. To start, we must let go of “the plan” and embrace a dynamic way of planning that’s social, tangible, agile, and reflective. Engaging our colleagues and communities to align use cases, prototypes, and road maps with culture, governance, and process is critical, so in order to design sustainable programs, services, software, and experiences, we also need to design the context. Topics discussed include the relationships between planning, information architecture, and libraries; integrating planning with agile, lean, and design thinking practices; tools and methods for individuals, teams, and cross-functional collaborations; roles involved; and how to plan while implementing, improvising, and learning. This interactive workshop shares a collaborative series of dynamic “planning together” exercises that invite us all to share stories, solve problems, and invent better pathways for strategic design.

W3 • Cybersecurity for Info Pros
Frank Cervone, Executive Director, IT, School of Public Health, University of Illinois at Chicago
Life online presents many risks: to privacy, safety, relationships, reputations, and resources. These risks apply both to us personally as well as our organizations and customers. In this workshop, we explore the most important aspects of cybersecurity that your information organization should have in place. Using the NIST (National Institute of Standards and Technology) Cybersecurity Framework as our reference point, you learn what tools, procedures, standards, and processes you should implement to protect the data of your organization, staff, and customers. At the end of the workshop, you will have a toolkit of resources and information that can be applied immediately to make your organization and people more secure online. Become more cybersecurity savvy so you can be the expert in your community!

Full-Day Workshop • 9:00 a.m. – 4:30 p.m.

W1 • Searchers Academy: Digitally Transforming Search
Mary Ellen Bates, Principal, Bates Information Services, Inc., & Author, The Reluctant Entrepreneur
Sarah Bonato, Reference & Research Librarian, Centre for Addiction and Mental Health
Daniel Lee, Consultant & Co-Founder, Icebox Logic
Greg Notess, Faculty & Graduate Services Librarian, Montana State University
Gary Price, Co-Founder, INFOdocket & FullTextReports
Now that our smartphones can not only search the web for us but also predict the fastest route to work, how do info pros set themselves apart from anyone with access to Google? This full-day workshop looks at what is innovative, creative, and digitally transforming in advanced web search, research, and analysis. Searchers Academy allows you to interact with a series of industry experts who share their ideas and expertise in the field of research on the web and in social media. There’s always something new to be learned from these leading-edge info pros. Participants should have basic experience with web searching, but even searchers with an extensive searching background will come away with a new attitude and new resources and tools for more effective and strategic searching. Expect to have your assumptions challenged about effective search techniques, strategies, and approaches. Academy topics include:
• Getting More From Web Search: Learn about today’s search engine features and techniques that enable you to out-Google anyone … even your clients!
• Digging Deeper: Find out how and where to look for the rich content within the deep web and open access content
• Savvier Search Strategies: Forget the tricks from a year ago and learn new search approaches that work today
• Digital Transformation: Find out how to use artificial intelligence and chatbots to transform search and research and streamline your processes.

V4 • Facilitation: Graphic Techniques
M.J. D’Elia, Acting Associate University Librarian, Research, University of Guelph
This half-day workshop demonstrates how to use visualization and drawing techniques to facilitate and communicate whether it’s in meetings, brainstorming, or problem-solving sessions. Getting groups from Point A to B in decision making and change, or solving challenging issues requires facilitation and communication techniques to help them go smoothly. Our experiences and talented facilitator and learning expert prepares you to facilitate decision making, solve problems, and more in your community or organization. Everyone needs these skills, so sign up, enjoy, and learn!

V5 • Extreme UX: Trends in User Experience
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Darlene Fichter, Data Librarian, University of Saskatchewan
Stephen Abram, Principal, Lighthouse Consulting
Ben Bizzle, CEO, Library Market & Author, Start a Revolution: Stop Acting Like a Library
Learn from our experienced practitioners how to grab the attention of your clients, students, and users. From detailing
customers’ journeys to identifying personas and laying out user-friendly digital interfaces, this workshop presents the latest trends, practices, and tips not only for online but also in-person interactions.

W6 • Tech Trends for Libraries in 2018 & Beyond
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library, & and Publisher, davidleeking.com
Technology has changed the face of libraries and is continuing to change how we work and how we deliver services to customers. This workshop introduces emerging technology trends and shows how those trends are reshaping library services. Examples are provided of how to incorporate these evolving trends into libraries. Attendees learn what trends to look for, find out the difference between a technology trend and a fad, and get ideas on how their library can respond to technology as it emerges.

Afternoon Workshops • 1:30 p.m. – 4:30 p.m.

W8 • Community-Led Service Model: Road Map
Miranda Koshelek & Margaret Kazinkiewicz, Community Librarians, Edmonton Public Library (EPL), 2014 ALA Library of the Year
In recent years there has been a great deal of discussion about how libraries determine and respond to the needs of their communities. EPL implemented a community-led model of service delivery in 2008. Join our practitioners for an interactive discussion about developing strategies for building relationships with stakeholders, identifying and prioritizing community needs, offering meaningful resources and services, and learning when and how to say no without killing the relationship.

W9 • Adult Learning: Put Concepts Into Action
Rebecca Jones, Partner, Dysart & Jones Associates
Adult programming, workshops, and instruction are the fastest-growing offerings in libraries of all types. And, it’s also a very crowded, competitive market; learning and adult courses are everywhere! To ensure our adult learning approaches are top-notch and in demand, come and work with a longtime practitioner and instructor to build or refresh an adult program or course for your library. Share tips for reaching adult learners, and leave the workshop with a ready-to-implement draft for an adult learning event. Take the AGES methodology—Attention-Generation-Emotion-Spacing—and put it into practical ACTION: Acknowledge-Collaborate with Them-to create Insights-Ownership-Now.

W10 • Strategic Technology Planning
Marshall Breeding, Independent Consultant, Library Technologies Guides
Libraries require appropriate technology in order to best fulfill their strategic missions. They invest in many types of tools for managing their collections, enabling discovery for patrons, and to fulfill access in the most efficient way. As the proportions of electronic and digital content continue to increase, libraries need to align their technology infrastructure. In this half-day workshop, Breeding outlines some of the types of technology products and services available to help libraries face these challenges. The workshop focuses on the issues raised by the attendees to help guide their development of technology strategies which best serve their organizations.

W7 • Biz + Tech = New Collections & Services
Scott Hargrove, CEO, Fraser Valley Regional Library
Our experienced public library practitioner discusses business thinking and strategies for libraries and uses them as a framework for looking at tech trends and new service opportunities for libraries like VR and robotics, both of which his library are heavily engaged with. Hargrove shares the secrets of his library’s Playground—a catch-all for Library of Things and STEAM. His blend of business principles and new technology trend analysis to create services and offer new collections provides insights and ideas which you can recreate in your community!
• Engagement – How do you turn the occasional visitor into passionate advocates that are highly engaged?
• Ambition – Why use digital media? What is your vision?
• Values – What are the things that are important to you?
• Goal – What do you want to achieve?
At the end of the workshop, the participants take away the outline of a technology strategic plan that they can use to develop a specific plan for their organization.

W11 • Planning for the Near Future: Smart Library Spaces & Buildings
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Jason Griffo, Founder & Principal Consultant, Evenly Distributed LLC; former Fellow, Berkman Center for Internet & Society, Harvard University; Knight Foundation Grant Recipient TBD, Public Librarian
How do we design for changing technologies and flexible smart spaces? How do we incorporate new gadgets, apps, and technologies to engage our communities? Get some insights and ideas for planning for the future for successful user library experiences.

W12 • Getting Started in Augmented & Virtual Reality (AR & VR)
Tod Colegrove, Head, DeLaMare Library, University of Nevada–Reno
Chad Mairn, Librarian, Innovation Lab Manager, St. Petersburg College
Brian Pichman, Director, Strategic Innovation, Evolve Project
This half-day workshop, presented by early adopters and library practitioners, shares what it takes to start a community program based around AR and VR. During the workshop, participants gain an appreciation of the history of this bleeding-edge technology and learn how all the basic hardware/software components work to create engaging experiences in your library and far beyond it. An HTC Vive, Microsoft HoloLens, Google Cardboard, a DIY hologram viewer, and other technologies are present, so participants have an opportunity to play with all the latest and greatest AR/VR technologies as well as identify opportunities to use these technologies in their communities.

W13 • Technology Idea Fest
Roy Tennant, Senior Program Officer, Research, OCLC
What new thing is your library doing with technology? Did you start a maker lab? Are you using Internet of Things technologies such as beacons to serve your users in unique ways? Or are you using technologies to make your staff more efficient and effective? Come share your story and hear the stories of others, so you can take new ideas back to your library with information about how someone else did it at their library.
Sharing Cultural & Civic Resources: OFBYFOR ALL
8:45 a.m. – 9:45 a.m.
Nina Simon, Executive Director, Santa Cruz Museum of Art & History (MAH)

Are you ready for your library to become of, by, and for your community? For 7 years, Nina Simon has led dramatic change as director of the MAH, a small museum in Santa Cruz, Calif. Around the world, community-rooted organizations like the MAH have opened up museums to new people in new ways. Now, they are sharing the OFBYFOR ALL playbook for community transformation—and invite you to join in. Imagine libraries that are reflective OF their communities. Co-created BY their communities. Welcoming FOR their communities. Join the movement and help chart a new future for libraries as beloved institutions of, by, and for all.

COFFEE BREAK in the Sponsor Showcase
9:45 a.m. – 10:30 a.m.

Search and discovery are at the core of what libraries do and help others to do. Get the latest tips and strategies to deal with information overload, fake news, and focused research, as well as the new or unexplored features of search engines—all from our information industry experts!

A101 ● Super Searcher Shares Tips!
10:30 a.m. – 11:15 a.m.
Mary Ellen Bates, Principal, Bates Information Services, Inc.
Our popular and knowledgeable speaker is always reinventing and transforming the world of search. Bates is a super searcher, an annual favorite who attendees flock to hear as she continues to surprise and impress with new strategies, techniques, and tips for getting the most out of web research. The host of Searchers Academy (where even more secrets are shared) provides an up-to-the minute and jam-packed-with-valuable-tools-and-tips talk that’s always a hit! Bates tells us she takes 2 days to research this session, so take advantage of her knowledge and gather tips and tools to share with others!

A102 ● Search 8.0: Vocal, Graphical, & the Rise of AI
11:30 a.m. – 12:15 p.m.
Greg Notess, Faculty & Graduate Student Librarian, Montana State University & Author, Search Engine Showdown
TinEye and other graphical search tools promise non-text search results display while ever more tools search by vocal commands. Alexa, Google, Siri, and more search on cellphones and smart speakers. Meanwhile artificial intelligence (AI) bots are doing some interesting mining/searching. What does the future look like for exciting new search tools? Which are easy to use and provide a great user experience? Notess looks at the landscape and projects into the future to please us, or scare us. Or challenge us!

LUNCH BREAK ● A Chance to Visit Sponsors
12:15 p.m. – 1:30 p.m.

A103 ● Services, Tools, & Techniques for Discovery
1:30 p.m. – 2:30 p.m.
Gary Price, Co-Editor, INFOdocket
Each day, Price curates thousands of news items and reports to publish online reports that thousands of people depend upon for reliable, usable information. He shares how to build an open web resources database that suits your clients. He elaborates on the tools and techniques he uses to build a timely collection and gives you a road map to build your own!

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.

A104 ● Enhancing Search & Discovery With Linked Data
3:15 p.m. – 4:00 p.m.
Roy Tennant, Senior Program Officer, Research, OCLC
Getting the most out of publishing and connecting structured data on the web is what linked data is all about. Want to make your data more accessible and easier to find? Get tips from our expert, find out how you can better link data across the web, hear about the current landscape and how it’s evolving, and learn about the challenges still facing libraries.

A105 ● Pharma Research: Insights & Challenges
4:15 p.m. – 5:00 p.m.
Jon Bentley, Commercial Director, Identity & Access Management Service, OpenAthens
Despite developments in online availability of information, researchers in pharmaceutical and life science companies still find it difficult to get access to vital information, to easily move from one information source to another or to work effectively outside of the office. The industry body ABPI estimates $11.4M per day is spent on R&D by the pharmaceutical industry. Library and information managers, researchers, publishers, and technology partners are keen to ensure that researchers have a smooth journey to access that valuable data. Bentley shares the results of research carried out with global pharmaceutical companies worldwide to assess the key challenges and possibilities for collaboration. He presents the six key challenges and five insights from the research. Attendees also receive a copy of the analysis: “Identity and Access Management for Global Pharmaceutical Companies.”

NETWORKING RECEPTION in the Sponsor Showcase
5:00 p.m. – 6:00 p.m.

A106 ● UX & Web Presence
Positive user experience (UX), especially in our digital world, is critical for all organizations and communities. In the competitive digital landscape, libraries need to be at the top of their game, from designing their web presence for the future, learning from other’s experience, and using us-
er-centered design (UCD) and appealing colors. Hear from
our speakers and get lots of insights, strategies, and tips for
making an impact with your community!!
Moderated by Jeff Wisniewski, University of Pittsburgh, &
Darlene Fichter, University of Saskatchewan

B101 ● Designing the Web for the Future
10:30 a.m. – 11:15 a.m.
Peter Morville, President, Semantic Studios, & Author,
Planning for Everything: The Design of Paths and Goals
In digital strategy and structural design, we serve as tomor-
row’s architects. The websites, services, and experiences
we imagine and build may endure longer than we expect; and
our users and use cases may prove to be far more di-
verse than we imagine. To create successful, sustainable
digital places and cross-channel ecosystems, we must em-
brace what Brian Eno calls “the big here and the long now.”
Known as the “founding father” of information architec-
ture, Morville shares stories from his work in crafting digital
strategies and information architectures for the Ann Arbor
District Library, Baker Library, the Library of Congress, and
the National Cancer Institute and explains how to design for
the future.

B102 ● Transforming Library Experiences
With User-Centered Design
11:30 a.m. – 12:15 p.m.
Vee Ragacheva, UX Design Lead, OpenAthens
This interactive talk explores the user-centered design
(UCD) methodology and how it can transform the experi-
ence for your patrons. Our experienced UX designer ex-
plains the design process and looks at the various frame-
work tools you can use to introduce UCD to your library projects.
She presents findings from her most recent user research
across libraries in the U.K. and U.S., highlighting the trends
which have an impact on user behavior.

LUNCH BREAK ● A Chance to Visit Sponsors
12:15 p.m. – 1:30 p.m.

B103 ● Website Design Winners & Losers!
1:30 p.m. – 2:30 p.m.
Jeff Wisniewski, Web Services Librarian, Univ. of Pittsburgh
David Lee King, Digital Services Director, Topeka & Shawnee
County Public Library, & Publisher, davidleeking.com
Marshall Breeding, Independent Consultant, Library
Technology Guides
Roy Tennant, Senior Program Officer, Research, OCLC
We’ve all seen good and bad library websites, but these
library leaders from academic and public libraries choose
several of each type, critique them, and help you under-
stand what the most important features and functions are
for making your library website as successful as it can be!

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.

B104 ● Web Design & UX: Color & Drupal
3:15 p.m. – 4:00 p.m.
Elaina Norlin, Executive Director/Regional Library Manager,
Broward County Library System
Heather Wilson, Acquisitions and Electronic Resources
Librarian, & Tony Diaz, Senior Geology Library Assistant,
Caltech
Learn the basics of color theory (colorology) and how to use
color in design and art. Color psychology is not only about
“cool blues and warm reds.” It studies the impact of color
on the human mind and behavior. Each color focuses on a
particular part of the body, evoking a specific physiological
response, which in turn produces a psychological reaction.
Essentially, color psychology provides you with a framework
to be able to pull together colors, textures, type, pattern, and
photographic or illustrative styles that will work together and
help you communicate consistently to draw your audience
into the content. Norlin provides the basics of color psy-
chology and explains how to make this knowledge work to
bring new life to your library marketing strategy, web design,
and promotional materials. Diaz and Wilson share Caltech
Library’s recent experience in implementing the Stacks
website and bento discovery layer. Using color and design
questions to demonstrate the researcher’s experience, Diaz
and Wilson show how Stacks’ metadata-driven approach
into the content. Norlin provides the basics of color psy-
chology and explains how to make this knowledge work to
bring new life to your library marketing strategy, web design,
and promotional materials. Diaz and Wilson share Caltech
Library’s recent experience in implementing the Stacks
website and bento discovery layer. Using color and design
questions to demonstrate the researcher’s experience, Diaz
and Wilson show how Stacks’ metadata-driven approach
bento manifests in the user experience, as well as how the
Library has curated the website and search experience over
the past year.

B105 ● Empowering UX: LibGuides,
Discovery & Sites
4:15 p.m. – 5:00 p.m.
Randal Harrison, Emerging Technologies Librarian, University
of Notre Dame
Sarah Dahlen & Kenny Garcia, Research & Instruction
Librarians, California State University, Monterey Bay
Tiffany Tawzer, Access Services & Emerging Technology
Librarian, Loyola University Chicago Health Sciences Library
These three short presentations focus on UX in different
applications. Harrison discusses the shift from the A La
Carte platform to Springshare’s LibGuides CMS, a popu-
lar, mobile-friendly platform for curating library resources
in guides. LibGuides has robust capabilities for creating
rich interfaces using Bootstrap, and his library created a
handbook for those not familiar with Bootstrap that outlines
brand/identity and content standards and includes tools to
create the code behind customized Bootstrap-specific fea-
tures. Get tips, links to the handbook as well as UX best
practices in LibGuides. Dahlen & Garcia talk about optimiz-
ing the simplified search interface of discovery systems
for different search behaviors. Hear how one academic
library employed usability testing to collect data on user
behavior via scenario-based usability tests and a series of
A/B tests, in which two simultaneously live versions
of Primo captured search traffic from a large number of
users performing authentic search tasks. Hear the results
from Primo Analytics, which measured variables created to
optimize the search experience. Tawzer focuses on a library
website renovation for a Chicago-area health sciences library that
serves uni-
versity students, faculty, and staff as well as physicians,
residents, and hospital staff. While the library’s collection
is electronic and available online through the website, the
library’s well-used physical space serves as the heart of
the campus. This talk discusses how the two-person web-
site committee used project management principles, web
development standards, and user-centered design to guide
the project from planning to launch. Hear about the chal-
enges and opportunities in designing for the varied needs
of a graduate and professional population.

CONNECT WITH ATTENDEES!
5:00 p.m. – 6:00 p.m.

IL.INFOTODAY.COM #InternetLibrarian
LUNCH BREAK

Develop a responsive program for your Community-led library! Free libraries have been responding to community needs for years, including digital services. Although there has been lots in the news these days about cybersecurity-related outreach and education for adults, many lag behind in reaching teens, who instead turn to camps, classes, and after-school programs for the same content. In this third presentation, Markman addresses how a number of California libraries have made significant strides toward providing free digital media and a video editor to create customized, multimedia, digital artifacts of these experiences. To expand libraries’ capacity to collect digital stories and conversations, StoryCenter offers senior citizens a safe, comfortable place to discuss, learn, and practice technology skills. Nerd’s with Beer, which meets at a local bar, connects Millennials and shares examples for reaching neophytes and nerds beyond the classroom: the tech savvy and late adopters. Technology discussion groups can fill that gap. Since everything is better over a cup of coffee, Vernon Area Public Library’s Computers & Coffee offers senior citizens a safe, comfortable place to discuss, learn, and practice technology skills. Nerd’s with Beer, which meets at a local bar, connects Millennials and shares examples for reaching neophytes and nerds beyond the classroom: the tech savvy and late adopters. Technology discussion groups can fill that gap.

C101 • Content + Connection + Community = Contented Customers

10:30 a.m. – 11:15 a.m.
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library

Big or small, urban or rural, every library has three critical aspects that will always affect customers: content, connection, and community. Learn how to harness the C equation: the power of traditional and emerging content needs: face-to-face connections, whether online or in-person; and community building. Put these three C’s to work and help your library achieve the ultimate goal: contented customers.

C102 • Survival Strategies for Community Libraries

11:30 a.m. – 12:15 p.m.
Miranda Koshelek & Margaret Kozinkiewicz, Community Librarians, Edmonton Public Library & 2014 ALA Library of the Year

Although there has been lots in the news these days about how libraries are handling the opioid crisis, libraries have been responding to community needs for years, including employing strategies to help those experiencing homelessness. Since implementing a Community-Led model of service delivery in 2008, one of the first, EPL has been able to more effectively identify and respond to changing community needs. Speakers highlight relationship-building strategies, share some creative approaches to maneuvering around unique barriers, discuss common road blocks and how to overcome them; describe some of their popular and valuable programs; as well as all you need to know to develop a responsive program for your Community-led library!

C103 • Making the Library Fun & Safe!

1:30 p.m. – 2:30 p.m.
Nicole Goff, Librarian/Book Diva, Mid-Pacific Institute & Caitlin Myers & Donna MacCartney, Instruction & Technology Librarians, Vernon Area Public Library

In the first talk, Goff discusses growing a mindset of play and shares tips, ideas, strategies, and examples of the various online and unplugged activities and programs she’s hosted as a librarian for different levels of students from elementary to high school. This should be a fun time for those with big budgets, no budgets, lots or little space, bright-eyed wunderkinds, and grouchy students. Absolutely no experience with coding at all is necessary (but she’ll show you it’s not such a scary thing). From bingo games and movie nights to Makey Makey and Sphero, there is something for every student to enjoy. The second presentation shares examples for reaching neophytes and nerds beyond the classroom: the tech savvy and late adopters. Technology discussion groups can fill that gap. Since everything is better over a cup of coffee, Vernon Area Public Library’s Computers & Coffee offers senior citizens a safe, comfortable place to discuss, learn, and practice technology skills. Nerd’s with Beer, which meets at a local bar, connects Millennials and shares examples for reaching neophytes and nerds beyond the classroom: the tech savvy and late adopters. Technology discussion groups can fill that gap.

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.

C104/105 • Using the Web to Reach Out
3:15 p.m. – 5:00 p.m.
Krystin Baer, Web Marketing Librarian, Fresno County Public Library, & Joe Lambert, Executive Director, StoryCenter

Nate Streep, Library Coordinator, Braille Institute of America

Cate McNamara, Library Faculty, Maricopa Community College District

Evon Lynch, Docent, Mayo Hayes O’Donnell Library (part of Monterey History & Art Association)

Janet Ward, Assistant Director, Web Services, Limestone University

This fast-paced mini workshop shares many engagement case studies with tips and lessons learned! Baer discusses the art of digital storytelling and how a number of California public libraries partnered with Berkeley-based StoryCenter to create opportunities for engagement through digital stories. Library staff and community members learned to capture meaningful life stories using recording equipment and a video editor to create customized, multimedia, digital artifacts of these experiences. To expand libraries’ capacity to collect digital stories and conversations, StoryCenter collaborated with several of the California Libraries to develop the Listening Station, an iPad-based recording
kit and app, which facilitates the recording of stories. StoryCorps-style conversations and interviews, in audio or video formats, and which automates the upload and delivery of recordings to participating organizations and individuals. Hear how leveraging user-friendly tech to collect and share community stories can help libraries build better relationships with the people they serve. Streeper discusses how to conduct book clubs via technology, making them more enticing and transforming an isolated reading experience into a social engagement which allows readers to hear different perspectives and gain fresh insight to a particular piece of work. The program serves the visually, physically, and mentally impaired community and some reside 120 miles away and require special transportation. He provides materials to the majority of his patrons through the mail over the internet and uses GoToMeeting software, where patrons are invited to join remotely. McNamara discusses the creation of a Democracy Wall Project using a low-tech approach as a means to engage public discourse, build community capacity, and support civic engagement. Questions asked on the wall focus on city services and neighborhood issues, and it acts as a simple whiteboard where questions and responses are written using a dry erase marker. The project utilizes social media as a marketing tool to promote the project. Lynch discusses reaching out to patrons digitally via Google Tools. He’s been using the tools provided with Gmail to extend the reach of a special library, enabling him to provide outreach to people both local and visiting from outside the area. Get tips libraries of any size can use to extend reach beyond traditional means with minimal budget outlay and much appreciation by patrons. Ward discusses the creation of a comprehensive Library Guide as a platform for library instruction for freshmen, faculty, and staff.

**NETWORKING RECEPTION** in the Sponsor Showcase 5:00 p.m. – 6:00 p.m.

**TRACK D** • Models for Library Success

Successful libraries are fast realizing and taking advantage of the different strengths of community partners in their area. From private/public partnerships in Japan, new roles and services in Denmark, and library associations working together for a stronger voice to academic libraries working with community youth and public and school libraries working together, libraries are experimenting with many innovative and creative partnerships. Get tips and ideas here! Organized & moderated by Rebecca Jones, Dysart & Jones

**D101/D102** • Model for Private/Public Partners for Libraries

10:30 a.m. – 12:15 p.m.

Steve Coffman, VP, Library Support Services, Library Systems Services

Yoko Hisano, CEO, Rapidiswide Co., Ltd.

Satoru Takahashi, Director, Public Service Planning Division, Culture Convenience Club Co., Ltd.

Imagine one of Japan’s largest book and media retailers joining forces with cities in Japan to create dramatic new “cultural department stores” that combine a library, a full-service bookstore, a Starbucks, and often a sit-down restaurant including a bar. It is happening, and our speakers share the secrets of true public/private partnerships in which the private partner designs the facility in cooperation with the city (these are all either totally new facilities or total refurbishments), puts up a share of the capital needed to build it, and then operates the entire facility—including the library portion—under contract to the city. Most serve populations of 50,000 to 100,000, some, in quite rural areas; facilities are open 12 hours a day, 365 days a year. The focus is on books, and the combination library and bookstore allows them to serve both those who want to buy and those who want to borrow. There are no public access computers … but there is Wi-Fi everywhere and you can borrow an iPad from the reference desk if you do not have your own device (most people bring their own). There are no databases, and there are no dedicated meeting rooms. They do lots of programming, but furniture and fixtures are designed to be rearranged to accommodate programs, and they are hugely successful, with visits in some locations up as much as 142%, with comparable increases in circulation, and the average length of visit has increased dramatically from 30 minutes to 3 hours in one facility, with comparable stats elsewhere.

**LUNCH BREAK** • A Chance to Visit Sponsors 12:15 p.m. – 1:30 p.m.

**D103** • Innovation & Excellence in Libraries: Copenhagen & Ontario Models

1:30 p.m. – 2:30 p.m.

Sanne Caft, Deputy Director, Copenhagen Libraries

Stephen Abram, Director, Federation of Ontario Public Libraries

Book-lending is declining, and there is a critical library bypass. When our position as a library is closely linked in the public eye to lending books, and librarians are on call in the physical library, we need to rethink the entire concept of what we do as library professionals and how we do it. While still maintaining that ever important library DNA, the Copenhagen Libraries are undergoing massive changes in both form and function, which calls for a radical new role for staff members, new targeted library services, increasing self-service, and a more digital mindset. The Copenhagen Model explains the why, the how, and the what in a strategic and practical turnaround of the libraries. It shares tips for other libraries in other countries to use in their communities. Abram then shares the “better together” strategy used by Ontario Public Libraries and its three representative associations to increase funding, develop stronger ties to decision makers, and share the tasks for library success province-wide. Get tips for building your support team and lots more!

**BREAK** in the Sponsor Showcase 2:30 p.m. – 3:15 p.m.

**D104** • Community Partnership Network for Youth

3:15 p.m. – 4:00 p.m.

Julia Walskusi, Systems Librarian, & Molly Manley, Assistant Director, Office of Metropolitan Impact, University of Michigan–Dearborn (UM–Dearborn)

This talk focuses on how an academic library is becoming a community partner and resource in addressing the challenges faced by Detroit youth. In an effort to support UM–Dearborn community outreach initiatives, the Mardigian Library is providing resources through its community engagement collection, spaces, technologies, and electronic resources for hundreds of community partners. The campus offers training on state-provided resources, basic information literacy instruction, and research skills building. It hosts community conversations to determine how to best serve the needs of community partners. Approximately 25,000 Detroit youth are disconnected from work and education.
In an effort to combat some of the challenges facing youth, UM–Dearborn partnered with local schools, nonprofits, and workforce development agencies. The group worked to create a network that helps to address basic needs of the youth that are not being met (food, shelter, clothing, trauma), provide workshops and tutoring to get them to grade level, prepare them for higher education, link them to employers, and provide mentor support. Students from the university are placed with community partners or in schools in Detroit to support work with youth. Many workshops and activities are based on what youth identify as their needs. Within the first few weeks alone, the impact has been a tremendous morale boost for the youth. Join a mock community conversation, learn about discussions on community engagement training and resources, and more!

**D105 • School & Public Libraries Unite!**

4:15 p.m. – 5:00 p.m.

Jim Peterson, IT Manager, Goodnight Memorial Library

Join Peterson as he reflects on the recent integration of the Simpson County Public School libraries with the Goodnight Memorial Library. He shares how they were able to partner up with the schools to give the students in all locations access to all the Goodnight Library’s resources, including its subscriptions to EBSCO, World Book, OverDrive, RBdigital, and others. He discusses some of the shortcomings, workarounds, and fixes for the issues they’ve had so far and answers questions about implementation and upkeep.

**NETWORKING RECEPTION** in the Sponsor Showcase 5:00 p.m. – 6:00 p.m.

**TRACK E • Internet@Schools**

For DAY 1 of the K-12 focused Internet@Schools track, topics include Future Ready librarians, emerging literacies that need addressing, virtual reality, OER and how to generate new ideas.

Organized and moderated by Carolyn Foote, Westlake High School, Austin, Texas

**E101 • Future-Ready?**

10:30 a.m. – 11:15 a.m.

Shannon Miller, Teacher-Librarian & Future Ready Librarian Spokesperson

What does it mean to be a future-ready librarian? How will being a future-ready librarian affect my library, school, teachers, and especially my students? What can I do to become a future-ready librarian today? These questions are central to the Future Ready Librarians initiative and also what we ask ourselves every day as we embrace our roles within the library and school community. Miller explores the critical role that librarians play in the strategic work of schools and educational systems connected with educational technology leadership, empowering students as creators and learners, content curation, innovative instructional practices, collaboration, community connections, and more. She shares stories and inspires us to embrace the change we can bring through our roles as librarians. Leave this presentation knowing you have what it takes to be a future-ready librarian!

**E102 • Emerging Literacies**

11:30 a.m. – 12:15 p.m.

Jane Lofton, Teacher Librarian, Rutgers University School of Communication & Information; Google for Education Certified Innovator & Trainer

Based on recent experience teaching a Rutgers University course for librarians, this talk provides an overview of interdisciplinary literacies needed and discusses how to share them with students, offering tips on how to get started. Literacies explored include connected and social learning; information ethics and remix culture; curation; communicating knowledge and creative expression; media, global, and data literacy; computational thinking; mobile technologies; digital citizenship/leadership; social reading; making; and coding.

**LUNCH BREAK • A Chance to Visit Sponsors** 12:15 p.m. – 1:30 p.m.

**E103 • DiscoVR Beyond Expeditions**

1:30 p.m. – 2:30 p.m.

Katie McNamara, Teacher-Librarian, Kern High School Valarie Seita, Teacher-Librarian, Carmel Unified School District

Go beyond expeditions and discoVR a whole new world. A world you can create. A world you can explain. A world for all to explore. Harness the power of 360 creation and make virtual reality interactive. App-smash 360 tools for increased engagement and intriguing learning experiences. Although expeditions and field trips are pretty amazing, there is much more to the 360 world. The first talk gives you the tools and techniques to enable students to not merely be consumers, but also creators of virtual reality. Then learn from another school’s AR/VR journey about what works and what pitfalls to avoid to successfully bring VR to your school library. Explore ways to integrate VR across content areas and to support social emotional learning initiatives in your school.

**BREAK in the Sponsor Showcase** 2:30 p.m. – 3:15 p.m.

**E104 • Building Better Ideas**

3:15 p.m. – 4:00 p.m.

David Jakes, Former Teacher and Founder, David Jakes Designs

The most important thing that anyone can do to improve what they do is to become more capable at generating ideas. This conversation explores the role that ideas have in catalyzing innovative practice in libraries and discusses the strategies and techniques that you can use to become better at building better ideas tomorrow. Join us for a provocative conversation about how you can nurture, curate, incube, grow, extend, and remix ideas that enable you to create the raw material that supports innovative library practice.

**E105 • Future-Ready OER: Trends & Strategies**

4:15 p.m. – 5:00 p.m.

Cynthia Jimes, Director, Research, Institute for the Study of Knowledge Management in Education

The Institute for the Study of Knowledge Management in Education (ISKME), in collaboration with Florida State University, is conducting a 2-year study to explore the role of school librarians in advancing the use of open educational resources (OER) for teaching and learning. Funded by the IMLS, the study seeks to document school librarians’ current digital and OER curation practices and to develop a framework and a set of practical recommendations for advancing open digital resource collections for the benefit of students, educators, and communities. After introducing the what, why, and how of OER, the session presents the digital curation habits that are emerging through the study’s interviews with school librarians across the U.S. and discusses the implications of integrating OER into the everyday curation practice of school librarians.

**NETWORKING RECEPTION** in the Sponsor Showcase 5:00 p.m. – 6:00 p.m.
We think we’re creating programs, services, and software to reveal four principles and six practices essential for shaping the future. As we strive to make sense of artificial intelligence, digital strategy, and the Internet of Things, it’s never been more vital to think expansively about how we organize the future. In this spirited talk about the design of paths and goals, Peter Morville builds upon expanding methods, metrics, culture, and governance are shifting. As we strive to make sense of artificial intelligence, digital strategy, and the Internet of Things, it’s never been more vital to think expansively about how we organize the future. In this spirited talk about the design of paths and goals, Peter Morville builds upon his famous “polar bear book” to reframe vision, strategy, process, and the information architecture of time; and draws from his latest book, Planning for Everything, to reveal four principles and six practices essential for shaping the future.

**COFFEE BREAK** in the Sponsor Showcase
9:45 a.m. – 10:30 a.m.

**TRACK A • Content Management**
Libraries continue to manage and interact with content, looking for better ways to access and surface content for their communities. This stream of talks starts with looking at internal information and how to look at content management as a whole. Other sessions focus on digitizing, archiving, and provide case studies and examples of CM practices.
Moderated by Doris Small Helfer, California State University Northridge

**A201 • Brainstorming a CM Program**
10:30 a.m. – 11:15 a.m.
Jayne Lapachet, Knowledge Management Specialist, CEB / Continuing Education of the Bar

Many organizations do not have any sort of system for managing internal information enterprise-wide. Our experienced content manager discusses five aspects to consider when starting a content management (CM) program. Content has a value to an organization in the same way that software or cash does. If employees in organizations cannot find the information or content they need to complete mission-critical tasks, what is that lack of findability costing the organization? If people have to redo work because they can’t find a template or model, what is the cost of that hidden content? One expert suggests that if 15 minutes per day could be saved in more organized information, $625,000 per 1,000 employees would be saved. Can you streamline and save money in your organization?

**A202 • Digitizing & Archiving**
11:30 a.m. – 12:15 p.m.
Susie Kopecky, Librarian, Allan Hancock College
John Sarnowski, Director, The ResCarta Foundation

Kopecky describes one college library’s efforts to begin digitizing a family estate archive that was gifted to the college from its namesake family. Staff began from scratch to learn about how to best organize and begin the process of converting to digital. Along the way, they researched best practices and sought local and far-away partners. The process is ongoing, but they want to share their experiences, learnings and excitement for where it will go. In the second presentation, Sarnowski agrees that pushing local videos to YouTube is great for discovery and display, but what are you doing to maintain them over time? He discusses archiving for YouTubers and looks into multimedia formats, metadata and preservation tips. He shares tips, knowledge, and software to keep important materials properly archived.

**LUNCH BREAK • A Chance to Visit Sponsors**
12:15 p.m. – 1:30 p.m.

**A203 • Crawled & Collected, Now Access & Discovery in Web Archives**
1:30 p.m. – 2:30 p.m.
Jillian Lohndorf, Web Archivist, Internet Archive; Kris Kasisanovitz, Government Information Librarian, Stanford Libraries; Kevin Miller, UC–Davis; & Rachel Taketa, Library Specialist, UCSF

This experienced panel of practitioners explores the why and how of providing access to web archives. After an overview of the options and technical components for providing access, our speakers discuss why and how their institutions provide access to web archive content, and who their core audience is. In the process, they delve into their specific case studies including their decision-making process and workflows.

**BREAK** in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.

**A204 • Big Data, Libraries, & Privacy**
3:15 p.m. – 4:00 p.m.
Andrew Weiss, Digital Services Librarian, CSU Northridge

Weiss looks at the intersection of the world of big data and libraries, with a special emphasis on user privacy. The impetus for tracking and assessing students and users is the promise of better service. But what are the limitations of big data itself? What are the implications and limitations of assessing student performance in the library through big data tracking techniques? What negative impact to patron privacy occurs in the era of big data, and how do libraries protect it? What changes must be made to library privacy policies to better accommodate privacy and surveillance concerns? These and other issues are discussed.

**A205 • Digital Archive From Scratch**
4:15 p.m. – 5:00 p.m.
Solomon Blaylock, Reference Librarian, Middlebury Institute of International Studies at Monterey

A chance conversation with a grad student in 2017 led to a partnership in building a digital archive of video interviews, transcripts, and still images designed to fill an important gap...
in military policy research. The team started small, and a willing librarian quickly found himself in deep waters, tasked with designing a full project plan, including ingestion workflows, a metadata schema, and an Omeka exhibit. This presentation maps the project from its inception to the present and highlights valuable resources collected from far-flung sources to provide a template for librarians interested in facilitating similar digital humanities projects.

**TRACK B • Tech Tools**

This stream focuses on emerging tech and library tech trends, and microservices and takes an in-depth look at new blockchain technologies and the opportunity for libraries. Moderated by Jim Tchobanoff, Tchobanoff Research & Consulting

**B201 • Tracking Emerging Tech Trends**

10:30 a.m. – 11:15 a.m.

*David Lee King, Digital Services Director, Topeka & Shawnee County Public Library*

Technology has changed the face of libraries and is continuing to change how we work and how we deliver services to our library customers. This session focuses on personal strategies you can follow to keep up with emerging technology trends and provides you with suggestions for how you can incorporate these trends into your library. King explores four major areas: why you should stay on top of technology trends, the trend watchers you should follow and how to follow them, practical ways to incorporate new technology trends into your library, and how to prepare for and know when to pursue current trends. The goal is to help you become better prepared for technology changes now and in the future.

**B202 • Library Tech Industry Update & Trends**

11:30 a.m. – 12:15 p.m.

*Marshall Breeding, Independent Consultant, Library Technology Guides*

Drawing from his latest surveys and reports, Breeding shares librarians' impressions of their integrated library systems and associated vendors, the systems currently in use by libraries to manage their collections and automate their operations, the shape of the industry due to mergers and acquisitions, and the development of new models of management and discovery systems. Always a highlight, this session brings you up-to-date with what’s happening in the library tech industry!

**BREAK in the Sponsor Showcase**

2:30 p.m. – 3:15 p.m.

**B203 • Microservices: Architecture & Apps**

1:30 p.m. – 2:30 p.m.

*Marshall Breeding, Independent Consultant, Library Technology Guides*

Get an introduction to the microservices architecture and how it differs from the monolithic style of software development. Microservices have emerged as the preferred approach for complex business applications deployed at massive scale. This architecture has increasingly been incorporated into new applications for libraries. Breeding provides perspective on how this style of software development and deployment will increasingly enter the library sphere.

**LUNCH BREAK • A Chance to Visit Sponsors**

12:15 p.m. – 1:30 p.m.

**B204/205 • Blockchain & Opportunities for Libraries**

3:15 p.m. – 5:00 p.m.

*Jason Griffey, Founder & Principal Consultant, Evenly Distributed LLC; Knight Foundation Grant Recipient & Fellow, Berkman Klein Center for Internet & Society*

*Ryan Hess, Digital Initiatives Manager, Palo Alto City Library*

Libraries are just beginning to explore blockchain, the technology behind cryptocurrencies such as Bitcoin. But the opportunities for libraries go beyond digital money. Blockchain is being explored as the backbone of a more free and open internet, as well as a means for authentication and for privacy and security. This mini-workshop discusses the possibilities for blockchain technology, including smart contracts, illustrates various ways the technology is being used today, and explores how libraries might apply blockchain to deal with intellectual property, scholarly publishing,

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and copying as well as managing users, ensuring patron privacy, expanding collections beyond our walls, and even helping to build the internet of the future.

**TRACK C • Enterprise: Tools, Tech & New Roles**

From the evolution of Microsoft’s Library, to metric systems for effectiveness, to visualizing value & enabling the role of trusted advisors, our speakers share their enterprise strategies, practices and insights.

**C201 • Grow, Experiment & Learn: Microsoft Library Evolution**

10:30 a.m. – 11:15 a.m.

_Nicole Partridge & Philippe Cloutier, Business Program Managers, Microsoft Corp. Library & Archives_

Microsoft has gone through one of the greatest corporate transformations in history. Find out how the Microsoft Library team’s commitment to community, data, and trust has evolved the 35-year-old library and developed habits to experiment, fail fast, and learn fast. Get lots of ideas, strategies, and tips for evolving your library!

**Moderated by Kim Silk, Brightsail Research**

**C202 • Altmetrics & Effectiveness**

11:30 a.m. – 12:15 p.m.

_Charlotte Spinner, Information Architecture Analyst, & Chris Rasmussen, Director, AARP Research Communication & Creative Services_

After looking into altmetrics a few years ago in an effort to assess and increase the reach of AARP’s research efforts, but unable to get buy-in from upper management, a change in leadership enabled moving ahead. They compared Plum Analytics and Altmetric from demos and landed with Altmetric. Spinner and Rasmussen wrestled with all the work required to be able to use the service: they needed DOIs on their research, which were new to them, and needed infrastructure in place on the pages as well. They identified hundreds of past reports to track and retrospectively add the necessary components for Altmetric. Now, a year into AARP’s relationship with Altmetric, they are up and running and watching their Altmetric attention scores rise. Senior leadership is thrilled with the story Altmetric tells about who engages with their research and how, and they plan to monitor attention scores in relation to social media campaigns and other media efforts to see effectiveness.

**SATELLITE MEETING**

**FRIDAY, OCTOBER 19 • 9:00 a.m. – 4:00 p.m.** followed by a tour of the Monterey Public Library

**SolveSessions: Collaborative Creative & Critical Thinking**

_Peter E. Raymond, CEO/Founder, SolveOS_

Empowering better global citizens by solving global goals is the intention of these SolveSessions, which are based on social learning theory and methods designed to develop critical thinking. This 1-day free training session provides the tools and techniques for you to work with your community to grow global citizens by learning to solve problems. The SolveSessions platform encourages the sharing of knowledge, technology, and experiences to enable curiosity and creativity. The tools empower successful empathetic problem solvers and lifelong learners, exactly the audience of our library communities. This immersive problem-solving session uses SolveOS transformative methodology and tools to exponentially accelerate your community’s time to alignment, insight, and action on any problem you choose to solve. You can start using these solving methods with your kids, teens, students, adults, or whoever makes up your community. If you can answer this question, “What problem do you want to solve?” or want to hear the answer from your community, this workshop is for you! Join a number of speakers from Internet Librarian and get the tools, processes, and techniques to make SolveSessions happen in your community. Includes lunch and refreshments.

**C203 • Trusted Advisor 2.0 & ROI of KM**

1:30 p.m. – 2:30 p.m.

_Paul Barrows, Research Librarian, Federal Reserve Bank of San Francisco_ & _Krista Ford, Director, Research & Library Services, Steptoe & Johnson PLLC_

As trusted advisors, information professionals use research and relationship-building expertise to shape and develop their customers’ projects from inception to completion. After a review of the relationship pyramid model and key concepts from last year’s Trusted Advisor session, this year’s presentation takes the conversation a step further. How do you create a personal strategic plan to keep your partnerships growing? How do you create and manage embedded partnerships? How do you retain and deepen your existing partnerships while cultivating new ones? How do you rebuild when partnerships fall apart? Using personal experience and case studies, Barrows addresses how to stay agile as a trusted advisor, addressing the shifting nature of partner relationships and organizational needs. As the director of library services, Ford has grown the department from simply a legal research team, to a group that works on proposals, strategic plans, merger/growth targets, and as direct client advisors. Given the unique position of librarians and researchers as advisors and data analysts and their ability to use knowledge management tools to gather and analyze large amounts of data and trends, they can add value by advising our internal clients. Get tips and ideas!

**BREAK in the Sponsor Showcase**

2:30 p.m. – 3:15 p.m.

**C204 • Bibliometrics, Planning, & Shooting for the Stars!**

3:15 p.m. – 4:00 p.m.

_Jill Konieczko, Library Services Division Director, Zimmerman Associates Inc._

This session shares lessons learned by the NASA Goddard Library in offering a new bibliometrics program for researchers at the NASA Goddard Space Flight Center. The library, which is under contract to the Cadence Group and Zimmerman Associates, Inc., has been recently reorganized and reinvented, and awarded the 2016 FEDLINK Large Library of the Year. The bibliometrics program included training and research support, and required a significant amount of outreach and education; however, no additional staff was added to meet the demands of the new program. A customer’s small research project, creating comprehensive research portfolios for eight researchers, presented a prime opportunity to identify the scale and scope of offering bibliometrics as a library service. Get tips and insights from the piloting of a new library service focused on research assessment and learn how it might work in your environment.

**WINNER OF THE LUNCH BREAK PRIZE!**

**A CHANCE TO VISIT SPONSORS**

2:15 p.m. – 3:00 p.m.

**LUNCH BREAK • A Chance to Visit Sponsors**

2:15 p.m. – 3:00 p.m.

**C205 • Transformative Libraries: Doing the Impossible**

3:15 p.m. – 4:00 p.m.

_David Helfgott, President & CEO, Brightsail Research_ & _Megan DeSantis, Director of Library Services, Zimmerman Associates, Inc._

This session shares lessons learned by the NASA Goddard Library in offering a new bibliometrics program for researchers at the NASA Goddard Space Flight Center. The library, which is under contract to the Cadence Group and Zimmerman Associates, Inc., has been recently reorganized and reinvented, and awarded the 2016 FEDLINK Large Library of the Year. The bibliometrics program included training and research support, and required a significant amount of outreach and education; however, no additional staff was added to meet the demands of the new program. A customer’s small research project, creating comprehensive research portfolios for eight researchers, presented a prime opportunity to identify the scale and scope of offering bibliometrics as a library service. Get tips and insights from the piloting of a new library service focused on research assessment and learn how it might work in your environment.

**WINNER OF THE LUNCH BREAK PRIZE!**

**A CHANCE TO VISIT SPONSORS**

2:15 p.m. – 3:00 p.m.

**LUNCH BREAK • A Chance to Visit Sponsors**

2:15 p.m. – 3:00 p.m.
In today's environment of budget cuts and constraints, librarians need to continuously demonstrate the value of resources and services. While great for tracking metrics, spreadsheets don't always capture the full picture of an organization's offerings. MITRE's InfoServices turned to Tableau visualization software to take a more in-depth look at its services. MITRE's ability to tell a story, share metrics, and gain insights into its customer base has increased dramatically since using Tableau. Tableau has reduced the manual chore of developing information in a flat format, replacing it with dynamically generated content that can be filtered on-the-fly as MITRE looks at trends over time and across our services. Tableau enables MITRE to answer questions such as what research is being done, who is doing it, who is it done for and how often, is the whole company being reached or just parts of it, and are MITRE staff using all departments' services or just one? MITRE's use of Tableau has improved the communication of its value to customers, stakeholders, and senior management.

** TRACK D **

**Marketing for Awareness & Impact**

We know we have terrific programs and services, and most of our customers do too, but what about the rest of our communities? This series of sessions looks at the competitor to libraries, learning from successful organizations and businesses, using stories and mindfulness, and tuning up our Google Analytics and Business!

Moderated by Sara R. Tompson, Jet Propulsion Laboratory Library

**D201**

**Library Competition: Take It Seriously!**

10:30 a.m. – 11:15 a.m.

Scott Hargrove, CEO, Fraser Valley Regional Library

Thirty years ago, libraries dominated the information landscape. If you had a question, chances are you went to a library to find the answer. Fast-forward to today, and libraries are a small player in a crowded landscape, fighting for resources and funding, and in direct competition with a myriad of other players for that most precious of resources: people’s time. Join us to learn about models and tools we can use to refine our business model, improve our services and collections, and remain a viable source of information and support for our communities and stakeholders.

**D202**

**You Don’t Need to Own It: Lessons From Unicorn Category Killers**

1:30 p.m. – 12:15 p.m.

Amy Añfett, Director, Database Research Worldwide, Compass Lexecon

Research has shown that “making life better” is the No. 1 predictor of loyalty to a company, brand, or product, with rental companies as a hot growth vertical. We don’t own our music, movies, or formalwear anymore, yet libraries are the original lenders. How do we reclaim our territory? What strategies can we borrow from super-successful, cut-and-edge companies that either trounce their competition or completely dominate because there is no one else like them? What would libraries have to do to make municipalities fight for them in a “Hunger Games” competition such as Amazon’s, where more than 230 cities tried to land their second headquarters location? We take a look at the secret sauces of Amazon, Stitch Fix, 23andme, Rent the Runway, and others to see how libraries can learn from not only their triumphs but also their mistakes. Then, we brainstorm about holes that need to be filled and how libraries can partner with innovators to assume those roles.

**LUNCH BREAK**

A Chance to Visit Sponsors

12:15 p.m. – 1:30 p.m.

**D203**

**It’s All About Story**

1:30 p.m. – 2:30 p.m.

Ben Bizzle, CEO, Library Market & Author, Start a Revolution: Stop Acting Like a Library

Sue Considine, Executive Director, Fayetteville Free Library

Working in a library can be tough, rewarding, and inspiring. We all need a little reminder of our impact and value every now and then to help us keep moving forward with our good work. In anticipation of their new book, It’s All About the Story, please join our popular and experienced speakers in an interactive storytelling session about the impact libraries have on the lives of the people we serve. They share stories from their book and invite you to share your inspirational library stories as well.

**BREAK in the Sponsor Showcase**

2:30 p.m. – 3:15 p.m.

**D204**

**Clarity & Creativity: Mindfulness for Librarians**

3:15 p.m. – 4:00 p.m.

Matt Benzing, Computing & Engineering Librarian, Miami University

The common metaphor in mindfulness training is that of a jar of liquid being allowed to set, so that the particles may settle to the bottom and clarity maybe achieved. That is what attracted me to mindfulness, and after years of practice I have begun to see the benefits in both my professional and personal life. Being able to look at problems with a beginner’s mind, being able to extract my ego form work place disagreements, and being able to come to work each day with a clean slate that is unencumbered by the concerns of the previous evening; those are some of the benefits that I have gained from mindfulness. I have begun a series of workshops at my library for others interested in this discipline, and have gained some insight that should be valuable for others interested in doing the same thing. Insight into keeping a mindfulness group going after the first few meetings, into dealing with administrators who think the whole thing is a waste of time and a distraction from more concrete library concerns, and into discerning which sort of library problems are suitable for a mindful approach and which are not. This session will include a discussion of mindfulness and why it is important for librarians, a mini mindfulness sessions, and tips for taking this practice back to your own library.

**SPONSOR SHOWCASE**

The Internet Librarian 2018 showcase features leading-edge companies that offer visitors a choice of products covering all aspects of internet technologies, including content providers, online services, software, document and web delivery systems, search engines, and more. For more information on sponsorships or promotional opportunities, contact:

Lauri Weiss-Rimler
lwrimler@infotoday.com ● 908-219-0088
D205 ● Google Analytics & My Business
4:15 p.m. – 5:00 p.m.
Trey Gardner, Founder, Kioos
Michael Buono, Reference & Community Services Facilitator, Brentwood Public Library

Google Analytics is one of the most powerful tools available to an internet librarian. But few of us have the time to master the advanced features while balancing other responsibilities. Learn the most important features of Google Analytics for libraries from an expert in digital marketing, then set goals and assign values to track ROI, identify and troubleshoot confusing pages on your website, use tags to evaluate marketing and outreach efforts, and consolidate database usage into a single dashboard. Buono discusses Google My Business, a free Google services that controls the business listing that appears on the right of a Google search. He shares best practices for creating and managing the listing, covers the basics of setting up the listing, and highlights the features every library must use and why it is important.

TRACK E ● Internet@Schools
For Day 2 of the K-12 focused Internet@Schools track, learn about storytelling with video, multimedia tech tools, 1:1 technology and libraries, and how to build critical thinking.
Organized and moderated by Carolyn Foote, Westlake High School, Austin, Texas

E201 ● Telling the Library Story: Messaging & Median Strategies
10:30 a.m. – 11:15 a.m.
David Jakes, Former Teacher and Founder, David Jakes Designs

Your library is filled with stories of learning, of discovery, of exploration and of human connection. It’s time to start telling those stories. To that end, Jakes explores the importance of creating a messaging and storytelling program for your library. Learn how to create compelling videos that capture the role that the library plays in learning and in the lives of students. Learn proven storytelling techniques and strategies and tech tools for gathering student input, and highlights the features every library must use and why it is important.

E202 ● What Students Say About Libraries
11:30 a.m. – 12:15 p.m.
Carolyn Foote, Librarian, Westlake High School

Too often, students have little voice in the design of our libraries. How can we get input into our space design from our patrons, and what are they trying to tell us? Explore strategies and tech tools for gathering student input, and see the results of surveys and student impact.

LUNCH BREAK ● A Chance to Visit Sponsors
12:15 p.m. – 1:30 p.m.

E203 ● Laptops for Everyone
1:30 p.m. – 2:30 p.m.
Sherri Crawford, Library Media Specialist, Shawnee Mission North High School

A high school library went to the 1:1 model, increased student readership and enthusiasm about books, then underwent a renovation to create a flexible learning environment to support the new technology and methods of teaching. This session shares tips, best practices, successes and failures of 1:1, as well as how to merge the old library mission with new tech.

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.

E204 ● Critical Digital Citizenship for School Libraries
3:15 p.m. – 4:00 p.m.
Mark Roquet, Head Librarian, Seven Hills School

Digital citizenship education typically covers topics such as staying safe online, fighting cyberbullying, and copyright law awareness. Notably, many popular digital citizenship curricula are either created or funded by Silicon Valley companies. Engaged citizenship requires more than following rules and avoiding conflict—it means having the knowledge and agency to make society better. In order to be impactful citizens, our students need to understand the major forces that continue to reshape our society, economy, and information landscape. How can we prepare our students to tackle discriminatory algorithms, online harassment, the sharing economy, and digital threats to our democracy? Join us for an open-ended discussion about how we can rethink digital citizenship to prepare students to be change makers rather than just consumers.

E205 ● Multimedia Tools
4:15 p.m. – 5:00 p.m.
Gary Price, Co-Founder, INFOdocket & FullTextReports

The web now is far more than text. The volume of audio, video, and other types of multimedia is incredible. There are lots of new tools to search the masses of multimedia available. Our experienced and popular speaker shares the best tools for faster and easier access to the vast resources out there!

EVENING SESSION Are Librarians Smarter Than a Machine?
7:30 p.m. – 9:00 p.m.
HOST: Stephen Abram, Lighthouse Consulting
CONTESTANTS: Susan L. Considine, Executive Director, Fayetteville Free Library; Gary Price, Co-Founder, INFOdocket & FullTextReports; Amy Afelt, Director, Database Research Worldwide, Compass; David Lee King, Digital Services Director, Topeka & Shawnee County Public Library

In this evening’s contest, watch the competition, and vote for the smartest! Bring your smart phone/computer too! See Amazon Echo & Echo Dot Kids–Alexa, iPhone Siri, Google Home, and Dewey (Palo Alto City Library Robot) pitted against library industry stars! Bring your smart phone/computer too!
After seeing the potential for libraries as an agent of change at the Computers in Libraries 2018 conference, this experienced industry leader provides strategies for how we can create greater impact in the communities we serve. After leading marketing and sales for Fortune 500 companies as well as non-profits, Schramm now consults with organizations to create tangible outcomes during times of change. She provides pragmatic approaches with organizations to create tangible outcomes during times of change. She provides pragmatic approaches to help tightly align new strategies with your marketing efforts to speed impact. Using a customer-centric approach, she helps organizations clarify their messages, navigate stakeholder communities, and engage employees, customers, and partners to move them to action. Get strategies, insights, and practical methods to increase confidence and impact in your community, whether you are part of an academic campus, a city or town, a government department, hospital or a business!

COFFEE BREAK ● 9:45 a.m. – 10:15 a.m.

TRACK A ● Innovation & Reinvention!

Are we embracing the future yet? Some of us are really moving in that direction! Hear about robots, augmented reality, retooling of academic librarians, and new ways to reach customers for discovery and awareness! Join this exciting group of speakers as they share their paths to the future and success with their communities!

Moderated by Daniel Lee, Consultant & Icebox Logic

A301 ● Robot Meets Library

10:15 a.m. – 11:00 a.m.

Dan Lou, Senior Librarian, & Ryan Hess, Digital Initiatives Librarian, Palo Alto City Library

Palo Alto City Library is taking the lead in exploring how nascent robot technologies can be applied in library programs. The effort started from last year’s Pacific Library Partnership Innovation Grant. The library is experimenting with a humanoid robot named Dewey. Dewey is coded to tell stories, carry out dance routines, take photos, send emails, strike smart conversations with third-party APIs, and do many more things. Dewey has performed in various programs and events, such as story times, introductory coding classes, and community conversations. Our experience has shown that robots and libraries are a great match, with customers from a wide range of age groups enjoying the opportunities to engage with a robot. Get the basics of how to start similar robot-embedded programs at libraries, and hear lessons learned in advocating coding and robot technologies to the public.

LUNCH BREAK ● 12:15 p.m. – 1:30 p.m.

A302 ● Beyond Thunderdome: Robots, Knowledge Creation, & Innovation

11:15 a.m. – 12:15 p.m.

Bonnie Roalsen, Library Director, & John Walsh, User Experience & Access Manager, Dedham Public Library

From their internal drone flying obstacle course and their musical stairs to their historical augmented reality overlays and innovative organization of knowledge, and their extreme focus on equitable access, robots, distributed community, and knowledge creation, the Dedham Public Library is a leader in developing best practices with an eye to the 22nd century. Come learn what the library is up to and leave with plenty of ideas to bring back to your community and libraries.

A303 ● Retooling Academic Librarians

1:30 p.m. – 2:15 p.m.

Kerry Sullivan, Associate Library Director, Walden University

Reference has long been the hallmark of library services, and while at a distance, it has served us well, the bucket was too full. Armed with a strategic plan and university approval, Walden Library leadership altered and transformed its one-to-one services in 2017. The first talk describes the service models used and the transformation of the library highlighting renewed staff engagement and shares innovative models for high-level research services and outreach to doctoral students and faculty as well as other students. Our second speaker asks: Given carte blanche, how would you design digital services for your library? She offers examples of how one academic library is developing a new suite of digital library services by investing in librarian skill sets and capitalizing on existing university-community and librarian-faculty relationships. Examples offered include technologically retooling a former access services and instruction librarian, pursuing an environmental scan of student and faculty research activities, and considering data partners such as the National Park Service and newly hired faculty working in digital scholarship. Hear lessons learned and get recommendations based on size, service population, and scalability.

A304 ● Discovery Kiosks: Creating Intuitive, Innovative, & Interactive UX

2:30 p.m. – 3:15 p.m.

Yunmi Hwang, Director, Technologies, Richmond Hill Public Library (RHPL)

In 2016, RHPL needed to replace 22 OPAC computer stations. Although OPAC stations are used frequently by the customers, user sessions were brief due to the nature of its function. Increasing use of personal devices to access the online catalog and the introduction of a mobile app for catalog searching diminished the need of catalog-searching-only-stations. In addition, OPAC stations took significant footprint in highly used spaces in the library. Considering these challenges, the library turned them into opportunities by creating a project to convert OPAC stations to Discovery stations. Discovery kiosks strategically located throughout the building encourage interaction. Touchscreen kiosks have welcome screens to discover library services including the online catalog, programs and events, floor plans, and FAQs. When users are not interacting with the kiosk, the screen displays images, video, and flyers functioning like promotional digital signage. Launched earlier this year, the project anticipates an increase in the number of OPAC sessions searching library materials, enrichment of customer choices with more options to find library resources.
and services, and the creation of intuitive and interactive customer experience. Come hear the results!

**TRACK B**
**Makerspaces: Tips & Practices**

Makerspaces have developed quickly over the last 5 years in all types of organizations and libraries. If you are just starting on this journey, get a road map from the early pioneers. Get ideas from our practitioners in public libraries, schools, colleges, and universities. Share experiences and learn from each other!

*Moderated by Tod Colegrove, University of Nevada–Reno*

**B301/302**
**From Makerspace to Solve Space: A Road Map**

10:15 a.m. – 12:15 p.m.

**MODERATOR:** Tod Colegrove, Head, DeLaMare Library, University of Nevada–Reno

**SPEAKERS:**
- Sue Considine, Executive Director, Fayetteville Free Library
- Chad Main, Librarian, Innovation Lab Manager, St. Petersburg College
- Peter Raymond, CEO/Founder, SolveOS
- Brian Pichman, Director of Strategic Innovation, Evolve Project

Whether you already have a makerspace or are ready to start developing one, this mini-workshop is filled with ideas and strategies to move forward. Filled with tips and techniques, our experienced speakers give you all you need to get started with a makerspace in your area and to move it into becoming a solve space! They share challenges such as dealing with tech and funding, present real-world examples, and inspire you with the impact of their initiatives.

**LUNCH BREAK**

12:15 p.m. – 1:30 p.m.

**B303**
**Makerspaces & Collaboration**

1:30 p.m. – 2:15 p.m.

**_**
- Susan Kopecky & Trevor Passage, Librarians, Allan Hancock College
- Isis Leininger, Learning Commons Supervisor, & Justin Kovalcik, Director, Library Information Technology, California State University–Northridge (CSUN)

The first talk discusses an interdisciplinary faculty team from the library and industrial technology departments at Allan Hancock College who successfully applied for and won a $350,000 grant to build a makerspace from the ground up, courtesy of the California Community College Chancellor’s Office. Without a dedicated space, but with great drive, the team began from scratch, reaching out to the community, arranging paid student internships, working collaboratively across the disciplines (from the library to industrial tech to fine arts, electronics to culinary arts to graphics, and more). It is an ongoing collaborative venture and is starting to catch the attention of the larger community. The second presentation focuses on the Creative Media Studio at CSUN’s Oviatt Library, which like other makerspaces, has been a success doing work outside of its walls in exploring and building the maker culture around campus. From events and workshops to classes that explore interdisciplinary learning, maker culture is not, and should not be, restricted to the walls of a makerspace. Presenters not only focus on why having a makerspace is an important step in fomenting innovation, but also on how academic libraries can embrace other strategies to support and encourage campus innovation. Get insights and ideas to develop similar programs on your campus or within your community.

**B304**
**What’s Next? Post Makerspace**

2:30 p.m. – 3:15 p.m.

**Brian Pichman,** Director, Strategic Innovation, Evolve Project

As libraries continue to evolve, what is after makerspaces? What can we learn from others (CES, SXSW, etc)? What should libraries be looking toward in the future? Should they focus on the collection of information, building community repositories, educating and training communities of skills? This session covers ideas to help take your library to a new level. If you are a forward thinker, want to take a few risks, and really expand what a library can do, this is an interactive for you. Let’s brainstorm and build the library of tomorrow.

**TRACK C**
**Management**

As strong as our library programs and services are, our operations have to match that strength. Get ideas and insights as well as practical tips for improving the measures, communication and operation of your organization.

**Organized and moderated by Rebecca Jones, Dysart & Jones Associates**

**C301**
**Library: A Strategic Asset Hidden in Plain Sight**

10:15 a.m. – 11:00 a.m.

**Kathy Harden,** Electronic Resources & OER Guru, & **Anne Price,** Public Services and Marketing Guru, University of Mary-Hardin Baylor

Harden and Price were inspired by two sessions at the 2017 Internet Librarian conference to adopt new strategies that demonstrate the value of the library as a contributor to student learning and success. Their story begins with a simple email to the vice provost requesting his approval to transfer dedicated monograph acquisition funds to purchase textbooks as library reserves. This email not only rekindled an initiative to reduce student textbook costs, but also led to invitations to speak at Deans’ Council, Faculty Council, and then to the faculty as a whole. Realizing the door was now open, and with the encouraged support of new administrators, they established new priorities: 1) illuminate hidden pathways for faculty as they explore options to find more affordable learning resources for students; 2) create information literacy portals that introduce library resources and services into all modes of delivery; and 3) eliminate barriers to deeper assessment that help frame the library’s connection to student success. Hear how they partnered with faculty to expand textbook reserves, maximize the use of existing library resources, and help faculty identify, adopt, adapt, and create open educational resources (OER); how they collaborated with faculty to incorporate info lit modules into traditional, online, and competency-based course curricula; and how they work with campus partners to expose hidden learning analytics. Full of tips on getting librarian’s roles and expertise recognized and marketing/re-educating administrators and faculty on the value librarians add to teaching and research.

**C302**
**What Our Library Stopped Doing!**

11:15 a.m. – 12:15 p.m.

**Rebecca Jones,** Managing Partner, Dysart & Jones Associates

Every service a library offers, and every task staff perform is an investment for the library. A library’s service and content portfolios must be managed in the same way that a healthy financial portfolio is managed: Divest in one area to invest in another. Jones describes a simple “portfolio management tool” that can help libraries identify what services,
and disused area. A dramatic and prominent centerpiece high-definition video screen located in a previously empty constructed in 2017 in tandem with a new, technology-rich eO screen in Los Angeles Public Library’s Central Library. creating content for a large-scale, immersive digital vid -
ue plans to commission work from emerging artists, including interactive and generative works, and to focus on the de- 
lopment of the video wall as a premier venue for the dis- 
dplay of digital art in Los Angeles. In addition to sharing the DCT’s approach to content for their video wall, this session discusses the significance of this being a librarian-direct- ed effort and explores more broadly the rapidly expanding world of immersive displays, digital signage, and narrative architectural lighting as a potential site for librarianship.

D303 ● Measure the Future: Next-Gen Metrics for Libraries
1:30 p.m. – 2:15 p.m.
Jason Griffey, Founder & Principal Consultant, Evenly Distributed LLC Fellow, Berkman Center for Internet & Society at Harvard University
Imagine having a Google-Analytics-style dashboard for your library building: number of visits, what patrons browsed, what parts of the library were busy during which parts of the day, and more. Measure the Future, with a Knight Foun- dation grant, is working to make that happen by using open hardware-based sensors that can collect data about building usage that is now invisible. Making these invisible occurrenc- es explicit will allow librarians to make strategic decisions that create more efficient and effective experiences for their patrons. Hear more from the librarian behind this initiative!

C304 ● Changing Stakeholder Expectations for Library Value
2:30 p.m. – 3:15 p.m.
Kim Silk, Principal Consultant, Brightsail Research Inc. Bill Irwin, Assistant Professor, Huron University College

Thanks to the recent emphasis on evaluation, measurement and ROI, many libraries have successfully integrated evaluation practices into workflows. Unfortunately, many have been focusing on metrics that don’t inform their practice or make libraries better. Metrics such as circulation, program attendance, and technology use give us data about library activities, but don’t tell us anything about why people visit- ed the library, if they accomplished their goals during their visit, or what would have improved the experience. Moving beyond counting activities to establishing new, meaningful metrics demonstrates how we are improving the organi- zation, our culture, and the community and communicates and educates these values to stakeholders. Explore how meaningful metrics that are connected to the strategic plan can be implemented to measure social impact, and subse- quently tell stakeholders about library value.

Track D ● Libraries & the Video Era
Libraries are all about learning! Hear how many are using video to reach their communities in new and exciting ways.

Moderated by David Lee King, Topeka & Shawnee County Public Library

D301 ● Immersive Video Displays = Site for Public Storytelling
10:15 a.m. – 11:00 a.m.
Neale Stakes, Librarian, Digital Content Team (DCT), Los Angeles Public Library
This session shares insights gained from planning and creating content for a large-scale, immersive digital video screen in Los Angeles Public Library’s Central Library. Constructed in 2017 in tandem with a new, technology-rich digital commons space, the video wall is a 28-foot-wide, high-definition video screen located in a previously empty and disused area. A dramatic and prominent centerpiece to the library’s atrium, it is immediately visible to the many people who pass through the library every day. Librarians from the newly formed DCT were tasked with crafting a content strategy for the video wall, planning and produc- ing original content, and curating content from a range of sources, including digital artists and filmmakers. Working from a guiding vision of a visual experience that emulates the serendipity of browsing a bookshelf in a library, DCT librarians sought to establish the video wall as a space for immersive digital storytelling and minimizing its use for more conventional promotion of library programs and services. To the greatest extent possible, the DCT has sought to tell a compelling visual story that feels relevant to the general viewer. As the wall approaches its first anniversary, the DCT plans to commission work from emerging artists, including interactive and generative works, and to focus on the de- 

development of the video wall as a premier venue for the dis- 
dplay of digital art in Los Angeles. In addition to sharing the DCT’s approach to content for their video wall, this session discusses the significance of this being a librarian-direct- ed effort and explores more broadly the rapidly expanding world of immersive displays, digital signage, and narrative architectural lighting as a potential site for librarianship.

D302 ● Integrating iPad Kiosk Tech & Photos
11:15 a.m. – 12:15 p.m.
John Shoesmith, Outreach Librarian, Thomas Fisher Rare Book Library, University of Toronto (U of T) & Podcaster
Digital content curation alongside print can provide new avenues of user experience. When the U of T’s Rare Book Library was launching an exhibition featuring the largest collec- tion of Allen Ginsberg photographs in the world, the chal- lenge was to display as many of the photos it could within its physical space. This case study discusses the process of adding touchscreen kiosk technology to an exhibition space. Incorporating iPads allows curators the flexibility to offer an enhanced user experience: from additional images of books and archival material, to multimedia. A library team collabor- ated with IT services, along with facilities management and conservation staff, to implement four iPads into an exhibition that featured over 80 photographs. Triumphs, and unexpect- ed barriers, are shared. Helpful tips and a roadmap for those planning their own iPad integration projects is included.

Lunch Break ● 12:15 p.m. – 1:30 p.m.

D303/304 ● Video Tools, Creation & Impact
1:30 p.m. – 3:15 p.m.
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library
Elaina Norlin, Executive Director/Regional Library Manager, Broward County Library System
Moshe Prissker, Founder & CEO, JoVE
Robert Nelson, Lead Librarian, Fort Hamilton High School
This mini-workshop focuses on the use of video to connect with customers (students, patrons, teens). King explores the emerging and easy-to-use live streaming tools available to today’s librarian. He examines and suggests uses for Face- book Live, YouTube Live, and live streaming on Instagram, and Periscope, which allows you to go live on Twitter. Nor- lin focuses on consistent digital video creation for libraries since more than 1.5 billion people visit YouTube every month and spend more than an hour a day watching YouTube on their mobile devices alone. Creating consistent video con- tent continues to bring a great opportunity to increase loyal fans. Norlin discusses the nuts and bolts of creating content and walks through each stage of the process with tips to keep things budget friendly: demystifying video editing to make life easier to produce more content; YouTube channel
optimization, including four crucial checklist items that gets your video noticed; how to increase "call to action" to get more view, likes and subscribers; and which "venues" get the top views on YouTube and how you can tailor videos to match research trends. Our JoVE speaker focuses on visualizing complex scientific methods with video, helping students learn faster and retain the knowledge longer. An independent study showed that students who watched just 5 minutes of a video before their lab classes scored up to two times better on quizzes than peers who just used text preparation materials. Hear more about the study, get tips and best practices for implementing video as supplemental curriculum material, and get a glimpse of new, video-based technologies that could continue to change the way science is taught. Nelson discusses the development, application and evaluation of a patron-centric video creation space which is a powerful teaching tool and means by which patrons can develop a major skill set for 21st-century personal and career success. Learn how to budget, purchase, create, and manage a patron-centric video creation space and how that space and program can be used for mutually beneficial purposes. Highlights include samples of patron-created videos such as short information literacy and digital social responsibility public services announcements as well as video-based readers’ reviews and advisories.

TRACK E  ●  Smart Community Partnerships

Our communities continue to evolve at an incredibly fast pace, and we have to develop key roles and practices to continue to thrive and have an impact. We are definitely stronger together, and our series of speakers in this track indicate the way forward.

Moderated by Bobbi Newman, National Network of Libraries of Medicine (NNLM)

E301/302  ●  Building a Smart Academic or Community Campus

10:15 a.m. – 12:15 p.m.

Pam Ryan, Director, Service Development & Innovation, & Linda Hazzan, Director, Communications, Programming & Customer Engagement, Toronto Public Library

Peter Raymond, Founder/CEO, SolveOS & representative from University of Denver

Susan Broman, Acting Assistant City Librarian, Los Angeles Public Library

The Smart City phenomenon has gained momentum in regions, cities, and neighborhoods all over the world. Public and private entities are working together and navigating emerging opportunities that are now available with increased technological capabilities, hoping to make their communities both safe and efficient for citizens and the environment. Hear how two public libraries are part of their City’s Smart City initiatives, how one academic library is designing a smart campus, and how the Smart City agenda is an opportunity for libraries to add value and raise their profile as leaders in digital inclusion and digital literacy.

LUNCH BREAK  ●  12:15 p.m. – 1:30 p.m.

E303  ●  Ebooks: Partners, Platforms & Tools

1:30 p.m. – 2:15 p.m.

Matt Abbott & Amy Hoffman, Collection Development Librarians, Ottawa Public Library

Paula MacKinnon, Executive Director, Califa

Hear from the first Canadian public library to launch a second ebook platform offering only popular titles, no holds, and a 7-day loan period. Abbott and Hoffman share the project’s goals, implementation, customer service implications and lessons learned from managing two curated ebook collections. The cost of licensing ebooks continues to be a significant challenge for libraries, so looking at innovative ways to increase access to ebooks, foster competition in the ebook marketplace and improve fiscal sustainability is critical! MacKinnon discusses SimplyE, an IMLS-funded open-source e-reading app developed by libraries for libraries. It simplifies the library user experience in finding, borrowing and reading the ebooks libraries purchase from multiple vendors by streaming all library ebooks—from Overdrive, Bibliotheca, Axis360, enki Library, RBdigital, Odilo, and more—into a single app. Developed by New York Public Library and made available to California libraries through Califa, come hear about the libraries that have deployed SimplyE and the benefits they are seeing for library patrons, acquisitions and ebook circulation!

E304  ●  Stronger Together: Public/Private Partnerships

2:30 p.m. – 3:15 p.m.

Scott Allen, Deputy Director, Public Library Association (PLA)

Bobbi Newman, Community Engagement & Outreach Specialist, National Network of Libraries of Medicine (NNLM)

Public libraries play critical roles in many areas, two of which are helping people with digital literacy skills and helping people access and use quality health information. This session explores how public libraries are working in partnership with other community organizations to meet these important challenges. Case studies and key learnings from libraries nationwide offer examples and strategies you can use in your own digital literacy, consumer health, or other programming. Speakers from the Public Library Association and the National Network of Libraries of Medicine show how working with community partners can leverage new assets and strengthen the library’s programs, from planning and marketing through execution and evaluation. Along the way, attendees also learn about valuable resources for teaching digital literacy, offering health reference, and conducting health-related programs.

CLOSING KEYNOTE PANEL

Libraries’ Biggest Challenges & Solutions for the Future

3:30 p.m. – 4:30 p.m.

Jason Griffler, Founder & Principal Consultant, Evenly Distributed LLC; Knight Foundation Grant Recipient & Fellow, Berkman Klein Center for Internet & Society

Susan Broman, Acting Assistant City Librarian, Los Angeles Public Library

Donna Scheeder, Past IFLA President & Consultant, Library Strategies International

Peter Raymond, Founder/CEO, SolveOS & more

Connecting with our communities, looking ahead, taking advantage of partnerships, understanding demographics. As Internet librarians and information professionals, what are our biggest challenges and opportunities for the future? Our panel from different communities share their thoughts and ideas and hopefully spark some insights for experimenting and trying something new in your community.
YOUR REGISTRATION INCLUDES:
Delegates to Internet Librarian 2018 may register for any number of days, each of which are comprised of five tracks.

The fee includes:
- Access to all sessions for each day booked. (Attendees may switch between tracks as they choose.)
- Admission to the Sponsor Showcase
- Conference packet
- Networking Reception in the Sponsor Showcase on Tuesday night
- Morning and afternoon refreshments
- Continental Breakfast each morning before the keynote
- All evening & networking events

Delegates are responsible for their own travel arrangements and hotel accommodations.

HOTEL INFORMATION
The Monterey Marriott is the official conference hotel for Internet Librarian 2018. Discounted room rate of $239 for a single or double room (plus applicable taxes) have been arranged for attendees who book prior to September 24, 2018. Please note that the discounted room block is subject to availability and therefore is not guaranteed. So, please book early.

As a special consideration for attendees who book within the official group block, the group rate includes complimentary wireless Internet in guestrooms.

Reservations should be made online at: https://book.passkey.com/go/internetlibrarians2018

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SHOWCASE HOURS
Tuesday, October 16 ................. 8:00 a.m. – 6:00 p.m.
Wednesday, October 17 ......... 8:00 a.m. – 5:00 p.m.

REGISTRATION DESK HOURS
Monday, October 15 ................. 8:00 a.m. – 4:30 p.m.
Tuesday, October 16 .............. 8:00 a.m. – 6:00 p.m.
Wednesday, October 17 ........... 8:00 a.m. – 5:00 p.m.
Thursday, October 18 .............. 8:00 a.m. – 3:00 p.m.

MULTIPLE ATTENDEE DISCOUNT
Organizations sending more than one registrant can benefit greatly from the following rates for full 3-day conference registration option only: first person @ $499; second person and all additional registrants @ $399. After September 14, 2018, regular rates apply to first person and add $20 to each additional registrant. All registrations must be made at the same time.
Many networks and regional library cooperatives are offering special discount rates. Contact your network director for further details. Discounts are not available for preconference workshops.

CANCELLATIONS AND SUBSTITUTIONS
Cancellations will be accepted if received in writing no later than September 14, 2018. Full refunds minus a $50 processing fee will be issued. No refunds will be given after this date. Substitutions for the same amount of fees may be made. Please indicate the name and the title of the person who will be replacing the original registrant.

NOTE: The sponsors and management of Internet Librarian 2018 reserve the right to make necessary changes in this program. 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. assumes no liability for the acts of their suppliers nor for the safety of any Internet Librarian 2018 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.
REGISTRATION INFORMATION

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1 College/University
2 Medical
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4 Government
5 Corporate/Business
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8 Public
9 Other (please specify)___________________

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REGISTRATION FEES

Preconference Workshops • MONDAY, OCTOBER 15
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AM 2 3 4 5 6 7 $179 $199
PM 8 9 10 11 12 13 $179 $199

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Includes all keynotes, Internet Librarian AND Internet@Schools conference sessions and networking events PLUS one full-day or two half-day workshops.

$769 $789

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✔ Tuesday, October 16
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✔ Thursday, October 18

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Internet@Schools Track • OCTOBER 16-17
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$199 $209

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