Event Guide

Workshops
14 October 2019

Conference and Sponsor & Supporter Showcase
15 & 16 October 2019
Olympia London, UK

Keynotes

Yvonne Campfens
Campfens Management, Netherlands

Kajal Odedra
Executive Director, Change.org, UK

Silvia Modig
Member of the European Parliament and President, Finnish Library Association, Finland

Produced by Information Today

JOIN OUR CONVERSATIONS AT @IntLibIntl #ILI2019
## Online courses 2019

<table>
<thead>
<tr>
<th>Date</th>
<th>Course</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 Oct'19</td>
<td>VISUALIZATION OF KNOWLEDGE</td>
<td>2 SESSIONS OF 3 HOURS</td>
</tr>
<tr>
<td>05 Nov'19</td>
<td>MARC21</td>
<td>3 SESSIONS OF 3 HOURS</td>
</tr>
<tr>
<td>12 Nov'19</td>
<td>INTRODUCTION KNOWLEDGE GRAPHS</td>
<td>2 SESSIONS OF 3 HOURS</td>
</tr>
<tr>
<td>13 Nov'19</td>
<td>RECORDS MANAGEMENT IN A DIGITAL ERA</td>
<td>3 SESSIONS OF 3 HOURS</td>
</tr>
<tr>
<td>13 Nov'19</td>
<td>NEW TECHNIQUES AND SKILLS IN THE LIBRARY</td>
<td>2 SESSIONS OF 3 HOURS</td>
</tr>
<tr>
<td>14 Nov'19</td>
<td>INTERNAL INFORMATION MANAGEMENT</td>
<td>1 SESSION OF 6 HOURS</td>
</tr>
<tr>
<td>14 Nov'19</td>
<td>MARKETING FOR INFORMATION SERVICES</td>
<td>2 SESSIONS OF 3 HOURS</td>
</tr>
<tr>
<td>03 Dec'19</td>
<td>RDA &amp; LRM</td>
<td>3 SESSIONS OF 3 HOURS</td>
</tr>
<tr>
<td>04 Dec'19</td>
<td>INTRODUCTION DATA MANAGEMENT FOR GLAM’S</td>
<td>2 SESSIONS OF 3 HOURS</td>
</tr>
<tr>
<td>11 Dec'19</td>
<td>SPACE INFORMATION MANAGEMENT</td>
<td>1 SESSION OF 6 HOURS</td>
</tr>
</tbody>
</table>

**More information:**  
W: www.schoolforinformation.org  
E: info@schoolforinformation.org  
T: +31 70 351 2380
EDUCATING INFORMATION PROFESSIONALS FOR THE FUTURE

An online course offered by GO | SCHOOL FOR INFORMATION

With more than 60 years of experience, GO offers a wide range of education and training opportunities for information professionals. Since January 2009, GO has been incorporated as part of KBenP Holding, one of the leading consultancy firms specialized in the field of Information Services in The Netherlands.

GO STRENGTHS

● Experienced teaching staff (permanent and free-lance teachers) who are experts in their fields, knowledgeable about the latest trends, updated on the latest developments and capable of combining theory and professional work experience with practical exercises.
● Students are taught how to apply theoretical knowledge into their daily workflow, enabling their professional development and skill enhancement.
● Classes (face-to-face and online) taught in an interactive, engaging, learning environment using modern technologies.
● In-company training offered on select topics

GO COURSES

(in classrooms and online)

> Information Management
> Information Retrieval
> Information for Sustainable development
> Internet Search & Research
> Innovative Techniques and Skills in the Library
> Marketing of Information Services
> Patent Information
> Records Management & Archiving
> Content Management & Social Media
> Content Curation
> SharePoint
> MARC21
> Data Management

CONTACT US:

โทร 00 31 70 351 2380
อีเมล info@schoolforinformation.org
เว็บไซต์ www.schoolforinformation.org
หรือ www.goopleidingen.nl

https://www.linkedin.com/school/go-opleidingen
https://twitter.com/Gschoolforinf1
https://www.facebook.com/GOSchoolforInformation/
https://www.instagram.com/goschoolfor/
Contents

Conference at a glance ........ 6
Workshops .......................... 9
ILI Extra ............................. 9
Conference Programme
Day 1 ............................... 10
Conference Programme
Day 2 ............................... 14
Speaker Directory ................ 16
Sponsors and
Supporters ......................... 18

Networking

ILI plays host to a busy, friendly networking programme to ensure you get the most out of your visit to London.

Delegate lunches

Informal buffet lunches, included in your ticket price, help you continue the conversation with fellow delegates and speakers each day in the Sponsor & Supporter Showcase.

Tuesday 15 October, 17.30
ILI Drinks

You’re all invited to join ILI’s organisers Information Today for drinks, nibbles and chat in the Sponsor & Supporter Showcase from 17.30 – 18.30 on Tuesday 15 October.

Tuesday 15 October, 18.45
SLA Europe, SLA Taxonomy & ISKO chill-out

Following ILI’s drinks reception, join SLA Europe, SLA’s Taxonomy division, and ISKO UK for an informal networking event at The Hand & Flower, 1 Hammersmith Road, London W14 8XJ, just across the road from ILI. All welcome.

Tuesday 15 October, 18.45
AIIIP drinks & conversation

The Association of Independent Information Professionals invites fellow independent information professionals (members and non-members) to drinks, snacks, and an evening of socialising from 18.45 on Tuesday 15 October at The Cumberland Arms, 29 North End Road, Hammersmith, London W14 8SZ. All welcome.

Monday 14 & Tuesday 15 October, 19.00
Dine-arounds

Looking for a fun evening in good company? Make the most of your time here and join other delegates for dinner and conversation at a nearby restaurant. Discussion topics will include content creativity, web search, user experience, library technology, or any other topic of interest, and we hope to hold some language-specific groups too. View the venue options and sign up at www.internet-librarian.com/Dinarounds or sign up at ILI’s registration desk.

Questions?

CONTACT INFORMATION TODAY

E: info@internet-librarian.com
or visit the ILI registration desk

Get connected

JOIN OUR CONVERSATIONS AT

@IntLibIntl
#ILI2019
HELLO and welcome to ILI 2019 – we’re delighted you’re here

At ILI, hundreds of library and information professionals come together to explore library innovation, exchanging ideas, knowledge and experience. Our focus is on real-world innovations – big or small. We love to share stories of how global information professionals are making a difference to their organisations, clients and communities.

During the conference, you’ll hear case studies, great stories, personal experiences and lessons learned from all types of library setting and many different countries.

We encourage you to move freely between any of ILI’s six conference tracks:

- Users and UX
- New visions, new strategies
- Digital, diverse, disrupted
- The digital scholar
- The rebooted librarian
- Magical marketing

In addition, join in with informal activities at ILI Extra (see right).

We want to ensure you get maximum impact from your time here, so take a while to review the programme in this Event Guide or online, and plan your possible route through the conference (although feel free to be flexible too – you may change your mind!). If you have any questions, please come and visit us at the conference reception desk or speak to any of us on the conference floor.

We hope you find insight and inspiration from speakers and fellow delegates and we’re really looking forward to meeting as many of you as possible.

The ILI Team
www.internet-librarian.com

Conference Highlights

Keynotes
Create, innovate, collaborate: learning from start-ups
- Yvonne Campfens
Consultant, Campfens Management, Netherlands

Harnessing the power of community
- Kajal Odedra
Executive Director, Change.org and author of Do Something: Activism for Everyone, UK

Libraries in Finland – a good news story
- Silvia Modig
Member of the European Parliament and President, Finnish Library Association, Finland

ILI Extra
Informal drop-in activities alongside the main conference where you can share tips, swap ideas, and discover new tools and inspiration.
- The ILI Film Show
- Meet the Speakers
- Librarians with Lives podcasting

See page 9 for more information.

Sponsor & Supporter Showcase
Get to know ILI’s sponsors; they’re here to help you with your information needs and challenges. ILI’s Sponsor and Supporter Showcase provides a central networking hub for demos and informal chat with the event’s sponsors and supporters. The Showcase is open throughout the conference on 15 and 16 October.
Conference at a glance – Day 2
Wednesday 16 October

AUDITORIUM

A THE DIGITAL SCHOLAR
10.00 • A201
Virtual content for the virtual scholar
Strategies for engaging distance learners

10.30 • COFFEE IN THE SPONSOR & SUPPORTER SHOWCASE

11.00 • A202
Collaborative learning partnerships
The library in education – influencing curriculum design
Designing impactful student learning partnerships
12.15 • A203
The e-enabled scholar
Distant but close – global reach, international outlook
The power of ePortfolios

13.00 • LUNCH IN THE SPONSOR & SUPPORTER SHOWCASE

14.15 • A204
Research, repositories, and RDM
Training in RDM
Web archives as datasets
Divide and conquer: how dividing our portal allowed us to highlight 100 years of history

15.15 • TEA IN THE SPONSOR & SUPPORTER SHOWCASE

B THE REBOOTED LIBRARIAN
10.00 • B201
Librarians leading learning
STEM in libraries: ideas for future directions

11.00 • B202
Panel – The futureproof librarian

12.15 • B203
Delicious digital skills
Library code camp
Digital age librarian

C MAGICAL MARKETING
10.00 • C201
Reaching your audience
Marketing for information services

11.00 • C202
Amplified engagement
Story telling via social media videos
How do we know what works?
Designing an impact framework to evaluate the role of student engagement

12.15 • C203
Perfect podcasting
Reaching out to non-users
Podcasting from the library

14.15 • C204
The rebranded librarian
Libfocus – a case of building a community
How to be heard
Be you – digital authenticity, intersectionality and brand

15.30 • CLOSING KEYNOTE
Libraries in Finland – a good news story
6,100 LIBRARIES
92 COUNTRIES

LIBRARIAN-FIRST PLATFORM

LibGuides - Curate Library Resources
LibCal - Manage Events, Spaces & More
LibInsight - Big Data Analyzing Tool
LibAnswers Platform - With 24/7 Chat Coverage
LibWizard - Assess Learning & Gather Feedback
LibStaffer - Staff Services Points
LibCRM - Customer Relationship Management

www.springshare.com
**Workshops Monday 14 October**

**W1 SEARCH SKILLS ACADEMY 2019**

10.00-17.00

Challenge your assumptions about search and learn how to hone your searching skills to set yourself apart from non-information professionals. Artificial intelligence, algorithmic-driven search results, machine learning, mobile initiatives, voice interfaces, and innovative technologies alter how we create searches, find, and evaluate retrieved material, and teach others to be better searchers.

Search tools are in a constant state of flux. Some disappear. New ones promise the almost impossible. Search engines add, change, and remove search functionality on a regular basis. This makes it difficult to keep up to date, to teach good search practice, and to remain on top of current practice.

To plan for the future, we must understand the present, both in terms of search and how this plays out for our clients, students and colleagues. **Search Skills Academy** focusses on the fundamental skills, the practical approaches to faster, better and more effective searching, and important and useful resources. This workshop features hands-on search exercises, with intriguing research questions and illustrative strategies, plus demonstrations and practical examples of search skills.

**SPEAKERS**
- Marydee Ojala, Online Searcher magazine, USA
- Mary Ellen Bates, Bates Information Services Inc., USA
- Karen Blakeman, RBA Information Services, UK

**W2 MARKETING YOUR LIBRARY SERVICE**

10.00-17.00

In libraries we spend so much time curating our content and services that sometimes we don’t put enough focus on telling people about what we do. We do so much, but how do we ensure people hear about what we offer, and understand what we do?

In this hands-on workshop we’ll look at:
- communication types within libraries
- segmenting your audience and tailoring messages for each group
- talking in terms of benefits rather than features
- strategies for word of mouth marketing
- marketing with video
- measuring the impact of social media
- examples of successful library marketing
- tying everything together in a strategic marketing plan

Delegates will get a marketing campaign document template to work on in the session and then take back to their own institutions to develop.

**SPEAKER**
- Ned Potter, University of York, UK

---

**ILI Extra**

**Dine-arounds**

Monday 14 & Tuesday 15 October, 19.00

Looking for a fun evening in good company? Make the most of your time here and join other delegates for dinner and conversation at a nearby restaurant. Discussion topics will include content creativity, web search, user experience, library technology, or any other topic of interest, and we hope to hold some language-specific groups too. View the venue options and sign up at www.internet-librarian.com/Dinearounds or sign up at ILI’s registration desk.

**Informal activities alongside the main conference, where you can share tips, swap ideas and discover new tools and inspiration.**

- **The ILI Film Show** – experience videos and images of some of the inspiring and innovative library projects which have been discussed in the conference.
- **Meet the Speakers** – a chance to chat informally to conference speakers, discover further information about their projects, and interact with project demos including AR posters, pop up Code Club and library skills.
- **Library Podcasting** – Librarians with Lives will be podcasting from the conference; meet library podcasters and get tips and advice.

**In the Sponsor and Supporter Showcase**

Just drop in at any time, for as long as you wish.
Day 1  Tuesday 15 October

AUDITORIUM

09.00 • KEYNOTE

Create, innovate, collaborate: learning from start-ups

Yvonne Campfens, Consultant, Campfens Management, Netherlands

Yvonne has researched and worked alongside many start ups in the scholarly communications ecosystem. From this experience, she draws examples of how innovation and collaboration can happen across different information sectors. Yvonne encourages us all to accelerate innovation through collaboration.

10.00 • COFFEE IN THE SPONSOR & SUPPORTER SHOWCASE

AUDITORIUM

10.30 • A101

User-centred design

Moderator: Marydee Ojala, Online Searcher Magazine, USA

Down the rabbit hole: designing an iconic user experience

Jessie Tang and Julie Sabaratnam, Singapore University of Technology and Design, Singapore

How can you design an iconic customer experience that will draw in curious users? By adopting innovative approaches, such as design thinking, we can help you distinguish your customers, their journeys and their needs.

11.15 • A102

The evidence-based user

Moderator: Marydee Ojala, Online Searcher Magazine, USA

Exploring the student experience

Kirsty Patrick, Mass Observation Archive, University of Sussex, UK

Understanding how users think

Frankie Wilson, Bodleian Libraries, UK

Two case studies showcasing how user research can influence strategic service design. The Mass Observation Archive set out to explore the user experience and will use its findings to develop its offerings. Bodleian Libraries uses insights into why students give the feedback they do to re-conceptualise physical library spaces.

CONFERENCE ROOM 1

10.30 • B101

Re-envisioning libraries

Moderator: Liz McGgettigan, SOLUS, UK

Libraries as innovation destinations

Dawn La Valle, Division of Library Development, Connecticut State Library, USA and Peggy Cadigan, Innovation and Outreach, New Jersey State Library, USA

Around the world public libraries are facing the dual challenges of competition and relevancy. This is the story of a compelling global library journey that resulted in an innovative and creative new library strategy for Dubai. The re-envisioned strategy made the way for new platforms, services and spaces that truly engage library users.

11.15 • B102

Near future tech in the library

Moderator: Ingeborg Ryghjorthen, Norwegian Broadcasting Company, Norway

AI in libraries

Ken Chad, Ken Chad Consulting, UK

A session exploring the future intersection of libraries and AI technology. What is the role of data and AI in libraries and the wider world of scholarly communications?

CONFERENCE ROOM 2

10.30 • C101

Fostering diversity

Moderator: Jan Holmquist, Independent Leadership and Library Consultant, Denmark

Words and images to empower students

Susan DeMas and Victoria Pendzick, Suffolk County Community College, New York, USA

A New York community college library developed a visual outreach campaign to educate students on issues such as diversity, gender, inclusion, and local history. Campaigns include the poster campaign “I STAND”, proclaiming support for undocumented students, and an inspirational campaign for Women’s History Month featuring students and library resources. A slide show of the images will also be on display throughout the conference.

11.15 • C102

Delivering digital skills

Moderator: Jan Holmquist, Independent Leadership and Library Consultant, Denmark

Invent and create: digital skills for library staff

Kate Lomax, Artefackt, UK

A media and information literacy course on Moodle

Lina Becerik, Vilnius University Library, Lithuania

In this session we explore both how librarians are leading the way when it comes to developing digital literacy programmes for others, and how they can transform their own digital skills. In Lithuania, the library collaborated with IT colleagues to create a Moodle-based information and media literacy website. Libraryskills.io curates many learning resources created by and for the library community and aims to promote new, inventive approaches to upskilling for library staff.
AR, VR, and UX
Moderator: Catherine Dhanjal, TheAnswer Ltd, UK
What are we going to do with AR?
Iain Robertson, South Lanarkshire Leisure and Culture Libraries, UK
Beyond the ThunderDrone – developing user experiences in the age of AI
Bonnie Roalsen and John Walsh, Woburn Public Library, USA
Virtual heritage on tour
Ann Östman and Henrik Harrysson, Region Gävleborg, Sweden
A session of enhanced and equitable user experiences. From ‘signing’ books for the hearing impaired, to using tech to help achieve equitable access, and creating reciprocal communication processes, hear how libraries are using cutting-edge tech to get closer to users and how they are planning to move forward.

Radical re-invention, radical redesign
Moderator: Kenn Bicknell, Los Angeles County Metropolitan Transportation Authority, USA
Making good better – using peer review to improve services
Lauren Vizor and Rachel Daniels, Barrington Library, Cranfield University, UK
Machine learning in libraries
Helle Lauridsen, Lyngsoe Systems, Denmark
An intelligent logistics system is significantly changing work processes at libraries in Denmark and Finland. Its algorithm provides fully automated floating collections and accurate space management. How was the system developed, and how is it impacting libraries? Driven by a desire to improve online communication with customers, a UK university library bit the bullet and invited all library staff to peer review enquiry work.

UX research and service redesign
Moderator: Gary Horrocks, UKeiG, UK
Dipping our toes into UX research
Louise McCarron, National Library of Scotland, UK
The impact of a library website redesign on website usage
Susan Powelson, Discovery and Digital Services, University of Calgary, Canada
The National Library of Scotland undertook a series of user experience research studies to inform future planning as well as to gain some experience with these techniques. At the University of Calgary, a rigorous user discovery process including both discussions, library staff interviews, and remote unmoderated usability tests was used to guide a website redevelopment process. Both case studies explore the true value of customer intimacy.

Learning from others
Moderator: Bethan Ruddock, Jisc, UK
Soft power: what libraries can learn from museums
Kenn Bicknell, Los Angeles County Metropolitan Transportation Authority, USA
Behind the scenes of a new implementation: facing the fear and creating the workflow anyway
Natalia Gordon, Leeds Beckett University, UK
Case studies and examples of libraries learning from other sectors and platforms. Libraries can learn a lot from museums, including their inspirational use of design and their ability to tackle social challenges. Leeds Beckett University Library decided to mimic online shopping experiences to make the most of its implementation of the Talis Aspire Reading list system.

Developing digital inclusion
Moderator: Liz McGettigan, SOLUS, UK
Creator space out of the box
Richard Pecout, Information and Digital Services, Hertfordshire Libraries and Heritage Services, UK
Bridging the gap
Rasmus Eriksson, Datorskolan, Sweden, Carina Andersson, Biblioteken i Sollentuna, Sweden and Anna Corbett, Österåkers Kommun, Sweden
DigiFest: igniting digital inclusion for families
Elena Judd, Norfolk Library and Information Service, UK
Hear how libraries are supporting and developing digital inclusion and creativity in communities. In Sweden, public libraries are the perfect place to train the 10% of the population who are currently outside the digital society. In the UK, Hertfordshire’s CreatorSpace areas showcase new tech to people of all ages, while Norfolk public libraries hosted a month-long celebration of digital creativity to address digital exclusion. A total of 58 events attracted new audiences and gave families new digital experiences.

Tech for engagement
Moderator: Alison McNab, University of Huddersfield, UK
Using AR and mobile innovation to engage inclusion students
Amanda Bosch and Earl Givens, Catawba College, USA and Scott Bosch, Salisbury High School, USA
Learning with Litcraft – encouraging reluctant readers
Stella Wisdom, The British Library, UK
Reference services beyond the walls
Mazen Khoury, Springshare, USA
Interactive tools offer engaging opportunities. In the USA, a college empowers ESOL and inclusion students and enables others to interact with student ideas. The British Library, working with the University of Lancaster and the Alan Turing Institute, used the Minecraft platform to encourage young people to engage with literature in a fun and interactive way. Libraries around the world are collaborating to provide live reference services beyond their library walls.
Conference Room 2

15.30 • C105

**Digital, Diverse, Disrupted**

**The liberated library**

Moderator: Ka-Ming Pang, University of Roehampton, UK

Towards the liberated library at Goldsmiths: the voices working for change

- Marilyn Clarke, Goldsmiths, University of London, UK

The liberated library movement aims to diversify library collections and encourages participation and collaboration between library staff, academics and students. Many people are involved with the liberation work at Goldsmiths Library including students, subject librarians and academic skills lecturers. In this session Marilyn Clarke describes the work and presents filmed conversations with a number of people from the ‘Liberate our Library Working Group’ all of whom are striving towards impactful social change.

Conference Room 1

15.30 • B105

**New Visions, New Strategies**

**Tools for strategic redesign**

Moderator: Alison McNab, University of Huddersfield, UK

### Data-driven decisions

- Amy Stubbings, University of Westminster, UK

### Librarians rebooted: how the BPR approach helped unlock change

- Susana Cardoso, ILO, Switzerland

The experience of the Business Process Review offered ILO Library Managers and staff the management tools to enhance processes and workflows, remove inefficiencies, identify future skills and redesign teams as well as structures. Amy shares her data driven decisions toolkit which gives practical tools for data planning, collection analysis and service mapping.

Conference Auditorium

15.30 • A105

**Users and UX**

**Collaborating with users and colleagues**

Moderator: Kenn Bicknell, Los Angeles County Metropolitan Transportation Authority, USA

Collaborating with users to create a repository for practice-based research

- Nina Watts, University of Westminster, UK

Using library analytics to engage and plan with academic staff

- David Peacock, University of Hertfordshire, UK

The University of Hertfordshire is using usage and engagement analytics to review its service offer with its academic staff. The findings inform purchasing decisions and School engagement action plans, and academic staff can now analyse in depth their School’s usage of print resources, reading lists, e-resources and library services. The repository team at the University of Westminster worked closely with practice-based research groups in arts and architecture to improve and redesign an organisational research repository. The result was better support for non text-based research outputs such as artefacts, exhibitions and digital or visual media, and their creators.

16.15 • Tea in the Sponsor & Supporter Showcase

16.45 • A106

**The automated user**

Moderator: Kate Lomax, Artefacto, UK

**Impact of automated self-service reading kiosks**

- Susan Powelson, Technology, Discovery and Digital Services, University of Calgary, Canada

**Chatbots in libraries: a fad or the future?**

- Arthur Robbins, Roche Products Ltd, UK

Two case studies about improving the user experience through automation. Roche designed a bot to answer front line queries - is it a fad or is it the future? The University of Calgary undertook a large scale implementation of 16 reserve book kiosks. What were the usage patterns and how has the service model changed?

16.45 • B106

**Evolutionary change**

Moderator: Liz McGettigan, SOLUS, UK

**Everything old is new again: a five year revamp**

- Brian Rogers, UTC Library, USA

**The evolution of a reading room**

- Craig Statham, National Library of Scotland, UK

Radical change doesn’t have to be rapid. Over five years, an understaffed team at UTC doubled in size, repaired and fostered institutional relationships, and took on more responsibilities. In 2017, the Maps Reading Room at the National Library of Scotland was facing significant challenges, including moving to a smaller reading room and work area, the loss of three long serving members of staff, and the need to drastically improve its digital capability. Effective change was underpinned by involving staff in decisions that affected them, implementing a recruitment policy with a greater focus on digital skills, and introducing an exhaustive training programme in collection and digital skills.

16.45 • C106

**Open opportunities**

Moderator: Catherine Dhanjal, TheAnswer Ltd, UK

Open source resource management and discovery

- Marshall Breeding, Library Technology Guides, USA

Open practice revisited

- Lis Parcell, Jisc, UK

Marshall Breeding explores the impact of open source resource management and discovery systems and presents a summary of trends. Lis Parcell explores what it means to be an open practitioner, providing some pointers to sources of open educational resources (OERs) and looks at how librarians can help their communities get to grips with OERs for learning and teaching.
17.30 • Tuesday 15 October
ILI Drinks Reception
You’re all invited to join ILI’s organisers Information Today for drinks, nibbles and chat in the Sponsor & Supporter Showcase from 17.30 – 18.30 on Tuesday 15 October.

18.45 • Tuesday 15 October
SLA Europe, SLA Taxonomy & ISKO chill-out
Following ILI’s drinks reception, join SLA Europe, SLA’s Taxonomy division, and ISKO UK for an informal networking event at The Hand & Flower, 1 Hammersmith Road, London W14 8XJ, just across the road from ILI. All welcome.

18.45 • Tuesday 15 October
AIIP drinks & conversation
The Association of Independent Information Professionals invites fellow independent information professionals (members and non-members) to drinks, snacks, and an evening of socialising from 18.45 on Tuesday 15 October at The Cumberland Arms, 29 North End Road, Hammersmith, London W14 8SZ. All welcome.

19.00 • Monday 14 & Tuesday 15 October
Dine-arounds
Looking for a fun evening in good company? Make the most of your time here and join other delegates for dinner and conversation at a nearby restaurant. Discussion topics will include content creativity, web search, user experience, library technology, or any other topic of interest, and we hope to hold some language-specific groups too. View the venue options and sign up at www.internet-librarian.com/Dinearounds or sign up at ILI’s registration desk.

THE MICROFILM SCANNERS OF CHOICE WORLDWIDE!

SEE the DIFFERENCE with the AWARD-Winning ScanPro All-In-One
READ. PRINT. SCAN. CONVERT.

www.e-imagedata.com  Twitter  Facebook  LinkedIn

STOP BY FOR A DEMO!

www.internet-librarian.com
**Day 2  Wednesday 16 October**

**AUDITORIUM**

09.00  •  KEYNOTE

Harnessing the power of community

Kajal Odedra, Change.org, UK

Kajal Odedra is the Executive Director of Change.org and the author of Do Something: Activism for Everyone.

Kajal will talk about engaging hearts and minds and the power of communities to bring about collaborative change.

**THE DIGITAL SCHOLAR**

10.00  •  A201

Virtual content for the virtual scholar

Moderator: Jan Holmquist, Independent Leadership and Library Consultant, Denmark

Strategies for engaging distance learners

Matthew LaBrake, Berkeley College, USA

How can libraries meet the evolving digital preferences of their remote users? Solutions include virtual reference services, mobile-friendly collections, and virtual co-curricular events. Explore tactics for leveraging existing and emerging technology infrastructure in preparation for a virtual library of the future.

10.30  •  COFFEE IN THE SPONSOR & SUPPORTER SHOWCASE

**THE REBOOTED LIBRARIAN**

10.00  •  B201

Librarians leading learning

Moderator: Liz McGettigan, SOLUS, UK

STEM in libraries: ideas for future directions

Kelliann LaConte, Independent Researcher, USA

Forward-thinking library professionals in the US, UK, and Australia are providing innovative STEM-related programmes and services. This session shares the very best examples of innovative library-led STEM learning.

11.00  •  B202

Panel – The futureproof librarian

Moderator: Liz McGettigan, SOLUS, UK

Denise Carter, DCision Consult, Switzerland, Cheryl Ann Peltier-Davis, The University of the West Indies, Trinidad & Tobago and Kelliann LaConte, Independent Researcher, USA

This expert panel will take their best shot at predicting what skills, new roles, and different opportunities will be open to us in the future, both from the perspective of the practitioner and the educator.

**MAGICAL MARKETING**

10.00  •  C201

Reaching your audience

Moderator: Marydee Ojala, Online Searcher Magazine, USA

Marketing for information services

Eric Kokke, GO | School for Information, Netherlands

An overview of modern marketing techniques that can be used to promote library services attractively and efficiently.

11.00  •  C202

Amplified engagement

Moderator: Erna Winters, Bibliotheek Kennemerwaard, Netherlands

Story telling via social media videos

Sam Helmick, Burlington Public Library, USA

How do we know what works? Designing an impact framework to evaluate the role of student engagement

Madalene George, University of Worcester, UK

In this session we hear cool case studies of low-cost high impact library marketing initiatives that seek to engage and connect in new and clever ways. The Burlington public library in the US designed a programme to craft, record, publish and curate its own videos to promote collections and programming. The University of Worcester in the UK built a dedicated library-based Student Engagement Team with a focus on promoting student voices and embedding a sustainable culture of engagement with library services. A new framework for student engagement helps them plan engagement projects and communicate the value of the library's work to students, service leads and the wider university community.
12.15 • A203
THE DIGITAL SCHOLAR

The e-enabled scholar
Moderator: Matthew LaBrake, Berkeley College, USA

Distant but close – global reach, international outlook
Rachel Bramley, University of Sussex, UK

The power of ePortfolios
Kimberly Moore, All Saints Episcopal School, Fort Worth, Texas, USA

The University of Sussex designed a new library service for distance learning students using digital resources, online tools, and a new VLE. In Texas, ePortfolios provide a powerful and comprehensive digital résumé for scholars and form a critical element of their digital literacy development.

13.00 • LUNCH IN THE SPONSOR & SUPPORTER SHOWCASE

14.15 • A204
Research, repositories, and RDM
Moderator: Lis Parcell, Jisc, UK

Training in RDM
Glenna Villaflor, University of Tromsø, Norway

Web archives as datasets
Helena Byrne, The British Library, UK

Divide and conquer: how did our portal allowed us to highlight 100 years of history
Susana Cardoso and Indira Bermudez Aguilar, ILO, Switzerland

This session highlights the many ways libraries support and guide the research process. How do institutions involved in web archiving develop and support research services? In Norway librarians work towards open science and open data by providing holistic data management support. The International Labour Organization provides a digital repository that supports the needs of its researchers around the world.

14.15 • B204
Search, find, discover, delight
Moderator: Marydee Ojala, Online Searcher Magazine, USA

Search innovations for innovative searchers
Marydee Ojala, Online Searcher Magazine, USA and Arthur Weiss, AWARE, UK

From shellfarm to shelf: indoor positioning on a budget
David Bennett, University of Portsmouth, UK

The search world continues to evolve, driven by machine learning, predictive analytics and artificial intelligence. It’s the responsibility of librarians to stay current with changes in search, both for teaching and research. Marydee and Arthur share their top tips. The University of Portsmouth Library developed a smartphone-friendly responsive web-based book finding tool that sends users a bitmapped image with a custom URL showing where the desired book is shelved, giving users a visual guide as they navigate the library.

14.15 • C204
The rebranded librarian
Moderator: Alison McNab, University of Huddersfield, UK

Libfocus – a case of building a community
Martin O’Connor, University College Cork, Ireland and Alex Kouker, Dublin City University, Ireland

How to be heard
Alison McNab, University of Huddersfield, UK

Be you – digital authenticity, intersectionality and brand
Kim Tairi, Auckland University of Technology, New Zealand

A session about building communities of librarians, advocating for libraries, making yourself heard online and keeping your brand fresh and authentic. The Libfocus blog and Twitter account help build connections, support the exchange of ideas, and engage in advocacy for the library community. Communities of practice and circles of kindness have helped Kim Tairi build a digital identity. This session also includes practical tips on how to make yourself heard on digital platforms.

15.15 • TEA IN THE SPONSOR & SUPPORTER SHOWCASE

15.30 • CLOSING KEYNOTE

Libraries in Finland – a good news story
Silvia Modig, Member of the European Parliament and Finnish Library Association, Finland

Silvia Modig has been a TV and radio host, spent eight years in the Finnish parliament and is now an MEP. She is also a librarian. In this session she describes how much Finland loves its libraries, considers what lessons we can all learn from this approach, and reflects on the ILI experience.
**Speaker Directory**

**A**
- Carina Andersson  
  Assistant Library Director, Bibliotek i Sollentuna, Sweden
- Marilyn Clarke  
  Head of Discovery Services, Library, Goldsmiths, University of London, UK
- Anna Corbett  
  Library Director, Österåkers Kommun, Sweden

**B**
- Mary Ellen Bates  
  Principal, Bates Information Services, Inc., USA
- Lina Bercerik  
  Chief Librarian, Vilnius University Library, Lithuania
- David Bennett  
  Assistant Librarian (Promotions), University Library, University of Portsmouth, UK
- Indira Bermudez Aguilar  
  Library Officer, ILO, Switzerland
- Kenneth Bicknell  
  Digital Resources Librarian, Los Angeles County Metropolitan Transportation Authority, USA
- Karen Blakeman  
  Researcher, Trainer & Author, RBA Information Services, UK
- Amanda Bosch  
  Digital Pedagogy & Scholarship Librarian, Catawba College, USA
- Scott Bosch  
  Salisbury High School, USA
- Rachel Bramley  
  Online Distance Learning Librarian, University of Sussex, UK
- Marshall Breeding  
  Independent Consultant, Library Technology Guides, USA
- Helena Byrne  
  Curator of Web Archives, The British Library, UK

**C**
- Peggy Cadigan  
  Deputy State Librarian, Innovation and Outreach, New Jersey State Library, USA
- Yvonne Campfens  
  Consultant, Campfens Management, Netherlands
- Susana Cardoso  
  Chief of Client Services, ILO, Switzerland
- Denise Carter  
  Managing Director, DCision Consult, Switzerland
- Ken Chad  
  Director, Ken Chad Consulting, UK
- Madalene George  
  Student Engagement Co-ordinator, University of Worcester, UK
- Earl Givens  
  Library Director, Catawba College, USA
- Natalia Gordon  
  Information Services Librarian, Leeds Beckett University, UK
- Antony Groves  
  Learning & Teaching Librarian, University of Sussex, UK
- Freja Haandriksen  
  Faculty Liaison Librarian, Erasmus University, Netherlands
- Henrik Harrysson  
  Film Consultant, Region Gävleborg, Sweden
- Sam Helmick  
  UX & Outreach Librarian, Burlington Public Library, USA
- Jan Holmquist  
  Independent leadership and library consultant, Denmark
- Gary Horrocks  
  UKeI G, UK

**D**
- Rachel Daniels  
  Education & Research Support Manager, Barrington Library, Cranfield University, UK
- Susan DeMasi  
  Media Librarian & Professor of Library Services, Suffolk County Community College, New York, USA
- Catherine Dhanjal  
  Director PR & Marketing, TheAnswer, UK
- Rasmus Eriksson  
  Founder of Datorskolan/Tech Tutor, Datorskolan, Sweden

**E**
- Madalene George  
  Student Engagement Co-ordinator, University of Worcester, UK
- Earl Givens  
  Library Director, Catawba College, USA
- Natalia Gordon  
  Information Services Librarian, Leeds Beckett University, UK
- Antony Groves  
  Learning & Teaching Librarian, University of Sussex, UK

**F**
- Freja Haandriksen  
  Faculty Liaison Librarian, Erasmus University, Netherlands
- Henrik Harrysson  
  Film Consultant, Region Gävleborg, Sweden
- Sam Helmick  
  UX & Outreach Librarian, Burlington Public Library, USA
- Jan Holmquist  
  Independent leadership and library consultant, Denmark
- Gary Horrocks  
  UKeI G, UK

**G**
- Marilyn Clarke  
  Head of Discovery Services, Library, Goldsmiths, University of London, UK
- Anna Corbett  
  Library Director, Österåkers Kommun, Sweden

**H**
- Rachel Daniels  
  Education & Research Support Manager, Barrington Library, Cranfield University, UK
- Susan DeMasi  
  Media Librarian & Professor of Library Services, Suffolk County Community College, New York, USA
- Catherine Dhanjal  
  Director PR & Marketing, TheAnswer, UK
- Rasmus Eriksson  
  Founder of Datorskolan/Tech Tutor, Datorskolan, Sweden

**I**
- Madalene George  
  Student Engagement Co-ordinator, University of Worcester, UK
- Earl Givens  
  Library Director, Catawba College, USA
- Natalia Gordon  
  Information Services Librarian, Leeds Beckett University, UK
- Antony Groves  
  Learning & Teaching Librarian, University of Sussex, UK
- Freja Haandriksen  
  Faculty Liaison Librarian, Erasmus University, Netherlands
- Henrik Harrysson  
  Film Consultant, Region Gävleborg, Sweden
- Sam Helmick  
  UX & Outreach Librarian, Burlington Public Library, USA
- Jan Holmquist  
  Independent leadership and library consultant, Denmark
- Gary Horrocks  
  UKeI G, UK

**J**
- Elena Judd  
  Community Librarian, Norfolk Library and Information Service, UK

**K**
- Mazen Khoury  
  Springshare, USA
- Eric Kokke  
  Marketing Manager, GO | School for Information, Netherlands
- Alex Kouker  
  Subject Librarian, Dublin City University, Ireland

**L**
- Matthew LaBrake  
  Senior Director, Online Library & Technology Services, Berkeley College, USA
- Dawn La Valle  
  Director, Division of Library Development, Connecticut State Library, USA
- Keliann LaConte  
  Fulbright Global Scholar, Independent Researcher, USA
- Helle Lauridsen  
  Product Owner, Lyngsoe Systems, Denmark
- Kate Lomax  
  Co-founder/CEO, Artefacto, UK

**M**
- Mahendra Mahay  
  The British Library, UK
- Lucas Maxwell  
  Librarian, Glenthorne High School, UK
- Louise McCarron  
  Head of Reader Services, National Library of Scotland, UK
- Liz McGettigan  
  Director of Digital Library Experiences, SOLUS, UK

**N**
- Mary Ellen Bates  
  Principal, Bates Information Services, Inc., USA
- Lina Bercerik  
  Chief Librarian, Vilnius University Library, Lithuania
- David Bennett  
  Assistant Librarian (Promotions), University Library, University of Portsmouth, UK
- Indira Bermudez Aguilar  
  Library Officer, ILO, Switzerland
- Kenneth Bicknell  
  Digital Resources Librarian, Los Angeles County Metropolitan Transportation Authority, USA
- Karen Blakeman  
  Researcher, Trainer & Author, RBA Information Services, UK
- Amanda Bosch  
  Digital Pedagogy & Scholarship Librarian, Catawba College, USA
- Scott Bosch  
  Salisbury High School, USA
- Rachel Bramley  
  Online Distance Learning Librarian, University of Sussex, UK
- Marshall Breeding  
  Independent Consultant, Library Technology Guides, USA
- Helena Byrne  
  Curator of Web Archives, The British Library, UK
- Peggy Cadigan  
  Deputy State Librarian, Innovation and Outreach, New Jersey State Library, USA
- Yvonne Campfens  
  Consultant, Campfens Management, Netherlands
- Susana Cardoso  
  Chief of Client Services, ILO, Switzerland
- Denise Carter  
  Managing Director, DCision Consult, Switzerland
- Ken Chad  
  Director, Ken Chad Consulting, UK
- Marilyn Clarke  
  Head of Discovery Services, Library, Goldsmiths, University of London, UK
- Anna Corbett  
  Library Director, Österåkers Kommun, Sweden
- Rachel Daniels  
  Education & Research Support Manager, Barrington Library, Cranfield University, UK
- Susan DeMasi  
  Media Librarian & Professor of Library Services, Suffolk County Community College, New York, USA
- Catherine Dhanjal  
  Director PR & Marketing, TheAnswer, UK
- Rasmus Eriksson  
  Founder of Datorskolan/Tech Tutor, Datorskolan, Sweden
- Madalene George  
  Student Engagement Co-ordinator, University of Worcester, UK
- Earl Givens  
  Library Director, Catawba College, USA
- Natalia Gordon  
  Information Services Librarian, Leeds Beckett University, UK
- Antony Groves  
  Learning & Teaching Librarian, University of Sussex, UK
- Freja Haandriksen  
  Faculty Liaison Librarian, Erasmus University, Netherlands
- Henrik Harrysson  
  Film Consultant, Region Gävleborg, Sweden
- Sam Helmick  
  UX & Outreach Librarian, Burlington Public Library, USA
- Jan Holmquist  
  Independent leadership and library consultant, Denmark
- Gary Horrocks  
  UKeI G, UK
- Elena Judd  
  Community Librarian, Norfolk Library and Information Service, UK
- Mazen Khoury  
  Springshare, USA
- Eric Kokke  
  Marketing Manager, GO | School for Information, Netherlands
- Alex Kouker  
  Subject Librarian, Dublin City University, Ireland
- Matthew LaBrake  
  Senior Director, Online Library & Technology Services, Berkeley College, USA
- Dawn La Valle  
  Director, Division of Library Development, Connecticut State Library, USA
- Keliann LaConte  
  Fulbright Global Scholar, Independent Researcher, USA
- Helle Lauridsen  
  Product Owner, Lyngsoe Systems, Denmark
- Kate Lomax  
  Co-founder/CEO, Artefacto, UK
- Mahendra Mahay  
  The British Library, UK
- Lucas Maxwell  
  Librarian, Glenthorne High School, UK
- Louise McCarron  
  Head of Reader Services, National Library of Scotland, UK
- Liz McGettigan  
  Director of Digital Library Experiences, SOLUS, UK

**P**
- Ka-Ming Pang  
  Academic Achievement Librarian, University of Roehampton, UK
- Liz Parcell  
  Subject Specialist (digital practice – libraries & learning resources services), Jisc, UK
- Kirsty Pattrick  
  Mass Observation Projects Officer, University of Sussex, UK
- David Peacock  
  Content & Collections Manager, University of Hertfordshire, UK
- Richard Pecout  
  Senior Librarian – Information & Digital Services, Hertfordshire Libraries & Heritage Services, UK
- Cheryl Ann Pellet-Davis  
  Faculty Liaison Librarian – Social Sciences, University of the West Indies, Trinidad & Tobago
- Victoria Pendzick  
  Library Media Services, Suffolk County Community College, USA
- Ned Potter  
  Academic Liaison Librarian, University of York, UK
- Susan Powelson  
  Associate University Librarian – Technology, Discovery & Digital Services, University of Calgary, Canada
R
Bonnie Roalsen  
Library Director, Woburn Public Library, USA

Arthur Robbins  
Library & Information Centre Manager, Roche Products Ltd, UK

Iain Robertson  
Digital & Information Services Officer, South Lanarkshire Leisure & Culture Libraries, UK

Brian Rogers  
Director of Library IT, UTC Library, USA

Bethan Ruddock  
Project Manager, National Bibliographic Knowledgebase (NBK), Jisc, UK

Ingeborg Rygh Hjorthen  
Information Researcher, Norwegian Broadcasting Company, Norway

S
Julie Sabaratnam  
Founding University Librarian, Singapore University of Technology & Design, Singapore

Craig Statham  
Maps Reading Room Manager, National Library of Scotland, UK

Amy Stubbing  
Customer Services Manager, University of Westminster, UK

T
Kim Tairi  
University Librarian, Auckland University of Technology, New Zealand

Jessie Tang  
Research Librarian, Singapore University of Technology & Design, Singapore

V
Glennda Villaflor  
University Librarian (Science & Technology), University of Tromsø, Norway

Lauren Vizor  
Senior Information Advisor, Barrington Library, Cranfield University, UK

W
John Walsh  
Assistant Director for Technology and Innovation, Woburn Public Library, USA

Nina Watts  
Open Access & Repository Advisor, University of Westminster, UK

Arthur Weiss  
Managing Director, AWARE, UK

Frankie Wilson  
Head of Assessment & Secretariat, Bodleian Libraries, UK

Sara Wingate Gray  
Senior Teaching Fellow, University College London, UK

Erna Winters  
Bibliothek Kennemerwaard, Netherlands

Stella Wisdom  
Digital Curator, The British Library, UK

Jo Wood  
Public Health England, UK

JoVE Research  
Over 11,000 peer-reviewed methods video articles

JoVE Education  
The largest educational scientific video database

Video Journal  
Encyclopedia of Experiments

Science Education  
Lab Manual  
Core

CHECK JoVE FIRST  
www.jove.com
Sponsors and Supporters

DIAMOND SPONSOR

GO Opleidingen

GO | School for Information is a specialist educator in the field of Information Services. We offer a wide range of courses for information professionals. Our experienced staff and one hundred freelance lecturers offer a great amount of knowledge and experience which forms the basis of our education programmes with strong links to daily practice.

www.schoolforinformation.org

PLATINUM SPONSOR

Springshare

Springshare is a library cloud software provider.
- LibGuides, the popular knowledge-sharing tool for libraries
- LibCal, event management and space bookings solution
- LibWizard, feedback and assessment tool
- LibStaffer, manage staff & service schedules
- LibAnswers, virtual reference with 24/7 Chat Coverage
- LibInsight, analyse usage of library services
- LibCRM, cultivate relationships with patrons

www.springshare.com

GOLD SPONSORS

Journal of Visualized Experiments

JoVE is the leading producer and publisher of videos that increase the productivity and efficacy of scientific, medical, and engineering research and education. Since its founding in 2006, JoVE has produced nearly 10,000 video articles, demonstrating experiments filmed in laboratories at top research institutions, and delivered online to millions of scientists, educators, and students worldwide. Today, JoVE has 1,000-plus institutional subscribers, including biotech and pharmaceutical companies, and universities and colleges. Among the latter are leading institutions, such as Harvard, MIT, Yale, Stanford, Princeton, University of Cambridge, ETH Zurich, University of Melbourne, University of Tokyo, and Tsinghua University. Please visit www.jove.com to learn more.

Response Technical Services Ltd

Founded in 2001, Response Technical Services Ltd, is an authorised re-seller of e-ImageData microfilm scanners operating throughout the UK. The latest product innovation, the ScanPro® All-In-One™, allows users to easily read, print, scan and convert entire film collections. And, it’s affordable! Stop for a demo and see the difference with ScanPro.

https://imaging-superstore.co.uk/

SUPPORTED BY

AIIP (Association for Independent Information Professionals)

As a leading voice of the independent information industry, AIIP is an essential resource for its more than 400 info entrepreneur members located in over 20 countries around the world. Our members are thought leaders in their field who frequently write about, speak about, and recommend the products and services they use. Experts in their respective fields, AIIP members have written and contributed to books, written white papers for major companies, and/or are editors of journals, magazines, and serial publications. Many of our members’ publications are considered seminal works.

www.aiip.org

BF (Bibliotekarforbundet)

BF is the Danish Union of Librarians. BF acts as a trade union, negotiating wage rates, employment and working conditions etc, as well as having a guild function. But we also cover the profession and are concerned with the training of librarians, taking interest in their development, procuring education and in-service training, employment and more. In summary, the major aims of the union are to strengthen future work in the professional field, to enforce educational work, and make a special effort to secure employment for librarians. BF has around 4,400 members, working in the public libraries, research and special libraries, and in the private sector.

www.bfdk

CILIP (The Library & Information Association)

CILIP is the independent voice that represents and champions all information professionals. With our Royal Charter we help our members develop their skills, build successful careers and deliver high quality information and library services. Find out more about us and why you should become part of our community.

www.cilip.org.uk

CLSIG (Commercial, Scientific & Legal Information Group)

CLSIG is one of the oldest special interest groups of CILIP. CLSIG supports and promotes the professional interests of members in commercial, legal and scientific workplace libraries & information services. This is facilitated by providing professional development training, networking opportunities for members, and representing their interests.

www.clsig.org.uk

BIAALL (British & Irish Association of Law Librarians)

BIAALL is the leading professional body in the UK and Ireland for information professionals working within legal information. Set up in 1969 BIAALL is a self-supporting association which draws its income primarily from membership subscriptions.

www.biall.org.uk