

# Internet Librarian International 2005

The International Internet Conference for Librarians & Information Professionals

## Transcending Boundaries: Information Technologies & Strategies for the 21st Century

10 – 11 October 2005 | Copthorne Tara Hotel, London, UK



### LEARN ABOUT:

- Blogs, Wikis and Collaboration Tools
- Information Organisation and Discovery
- E-Learning and Teaching
- Global Best Practices
- Digital Libraries and Resources
- Innovative Information Environments
- Web Research Skills and Resources
- Technology for Libraries

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**10 – 11 October 2005 | Copthorne Tara Hotel, London, UK**

**Welcome** to the seventh annual Internet Librarian International—the only conference for information professionals and librarians who are using, developing and implementing internet, intranet and web-based strategies in their daily work as information navigators, webmasters, web managers, content evaluators, internet strategists, portal creators, product developers, searchers, library managers and educators.

Internet Librarian International 2005 is a stimulating forum where enquiring delegates from around the world can explore the exciting range of issues and challenges facing today's information professionals. Internet Librarian International 2005 offers keynotes, plenary sessions, simultaneous conference tracks, workshops and seminars, lunches, receptions and great networking opportunities.

## Opening Keynote | Monday 10 October

### Digitising Library Collections: Oxford University and the Google Project



09:00 – 10:00

**Ronald Milne**, Acting Director of University Library Services & Bodley's Librarian, Bodleian Library (UK)

Ronald Milne, the Librarian of the Bodleian Library, will speak about the agreement between the University of Oxford and Google to digitise the Bodleian Library's 19th century collections and to make them freely available on

the World Wide Web. He will talk about the logistical and operational issues, consider the benefits of the project for the academic community, and assess the likely impact on the wider information world, as well as discuss Oxford University's viewpoint on being involved in the project.

## Keynote | Tuesday 11 October

### Relevance and the Future of Search



09:00 – 10:00

**Stephen E. Arnold**, AIT Technology (USA)

Web search continues to consolidate around the Big Three: Google, Microsoft Network and Yahoo!. Increased competition and new services are almost certain to grow as Ask, Vivisimo and others provide more functionality. Pay-for-traffic firms, such as Vibrant Media, Azoogoo Ads and others,

exploit chinks in the Big Three's armour. How will these technology trends affect Internet librarians? Search optimisation works and may signal the end of objective "hits", a frightening concept for serious researchers. Steve Arnold, a search industry veteran, takes a hard look at trends that will define search into 2006 and beyond and will continue to challenge Web searchers.

## Catering

Coffee breaks will be held in the Shannon and Liffey foyers and lunch in The Brasserie. Coffee breaks and lunch are included in the delegate fees.

## Evening Reception

An evening reception will be held on Monday 10 October from 17:15 – 18:15 in The Brasserie. Information Today, Inc. invites all conference delegates, speakers, and sponsors to join us to celebrate our 7th year of the conference, providing further opportunity to network with your colleagues from around the world.

## Networking Dinners

Join an informal group of conference delegates and speakers for dinner at a neighbourhood restaurant on Sunday or Monday evening. You may sign up for a dinner group at the message boards near the registration desk. (Everyone pays their own bill; restaurants will be moderately priced.)

## Table Topics and Delegate Luncheons

Lunch is included as part of your conference registration. Each day the speakers will act as table hosts so you can continue your learning process by talking with them about their work.

## Programme Chairs

**Nancy Garman**, Director of Conference Program Planning, Information Today, Inc. (USA)

**Marydee Ojala**, Editor, ONLINE Magazine (USA)

**David Raitt**, Editor, The Electronic Library (The Netherlands)

## Conference Management

**Richard T. Kaser**, VP of Content, Information Today, Inc. (USA)

**Jean Mulligan**, Manager, Information Today Ltd. (UK)

## Organiser

Internet Librarian International is organised by Information Today, Inc., the publisher of *ONLINE* and *Searcher* magazines, offering complete coverage of information and library technology.

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## General Conference Monday 10 October

▶ Shannon Suite ▶

09:00 – 10:00

### WELCOME AND OPENING KEYNOTE:

#### Digitising Library Collections: Oxford University and the Google Project

*Ronald Milne, Acting Director of University Library Services & Bodley's Librarian, Bodleian Library (UK)*

10:00 – 10:30

**COFFEE BREAK AND ILI SPONSOR SHOWCASE OPENS** ▶ Shannon and Liffey Foyers

### TRACK A ▶ Shannon Suite Blogs, Wikis and Collaboration Tools

10:30 – 11:30

#### A101: Digital Tools for Collaboration

*Aaron Schmidt, Thomas Ford Memorial Library (USA)*  
*Michael Stephens, St. Joseph County Public Library (USA)*  
*Brian Kelly, UKOLN (UK)*

11:45 – 12:30

#### A102: Open Source Collaboration Tools

*May Chang, North Carolina State University (USA)*  
*Christopher Hamb, University of Illinois (USA)*

12:30 – 13:45

**DELEGATE LUNCH** ▶ Brasserie Restaurant

### TRACK A ▶ Shannon Suite Blogs, Wikis and Collaboration Tools

13:45 – 14:30

#### A103: Collaborating with Wikis

*Rachel Bridgewater, Washington State University (USA)*  
*Anne-Marie Deitering, Oregon State University (USA)*

14:45 – 15:30

#### A104: The Collaborative Library

*Morten Christoffersen, Novo Nordisk Library and Information Centre (Denmark)*

15:30 – 16:00

**COFFEE BREAK AND ILI SPONSOR SHOWCASE** ▶ Shannon and Liffey Foyers

16:00 – 17:15

#### A105: ILI Sponsor Update

*EBSCO Information Services*  
*Ex Libris (UK) Ltd.*  
*IEE Inspec*  
*International Food Information Service*  
*ProQuest Information and Learning*  
*Swets Information Services*  
*Thomson Scientific*

17:15 – 18:15

**NETWORKING RECEPTION FOR CONFERENCE DELEGATES** ▶ Brasserie Restaurant

### TRACK B ▶ Liffey Suite E-Learning and Training

#### B101: Information Issues: Tools for Teaching

*Graham Spooner, College of Nursing, Burwood (Australia)*  
*Rajen Munoo, National Library Board (Singapore)*  
*Mariann Løkse, University of Tromsø (Norway)*

#### B102: Twenty Technology Teaching Tips

*Michael Stephens, St. Joseph County Public Library (USA)*  
*Rob Coers, Internet Trainer and Consultant (The Netherlands)*

### TRACK B ▶ Liffey 1 & 2 Information Organisation and Discovery

#### B103: Next-Generation Search: From Documents to Facts

*Bjørn Olstad, Fast Search and Transfer (Norway)*

#### B104: Developing and Using Taxonomies

*Katharine Schopflin, BBC Heritage (UK)*  
*Jan Parry, Home Office (UK)*  
*Nigel Owens, Home Office (UK)*

#### B105: Folksonomies: Community Metadata?

*Marieke Guy, UKOLN (UK)*  
*Michael Stephens, St. Joseph County Public Library (USA)*  
*Brian Kelly, UKOLN (UK)*

### TRACK C ▶ Liffey 3 & 4 Global Best Practices

#### C101: E-Publishing for Everyone

13:45 – 14:00

#### C102: The TNW Information Universe Model

14:15 – 14:30

#### C103: Change Management

14:45 – 15:00

#### C104: How to Enhance Access with Browser Extensions

15:15 – 15:30

#### C105: Developing a Research Portal

16:00 – 16:15

#### C106: Working with Corporate Partners

16:30 – 16:45

#### C107: A Global Library in a Local Society

17:00 – 17:15

# at a Glance

## General Conference Tuesday 11 October

09:00 – 10:00	▶ Shannon Suite ▶ <b>KEYNOTE:</b> <b>Relevance and the Future of Search</b> <i>Stephen E. Arnold, AIT Technology (USA)</i>	
10:00 – 10:30	<b>COFFEE BREAK AND ILI SPONSOR SHOWCASE</b> ▶ Shannon and Liffey Foyers	
10:30 – 11:30	<b>TRACK A</b> ▶ Shannon Suite <b>Digital Libraries and Resources</b> <b>A201: Virtual Library Services</b> <i>Belinda Roux, AngloGold Ashanti Ltd. (South Africa)</i> <i>Siri Tidemann-Andersen, Oslo Public Library (Norway)</i> <i>Jørn Helge B. Dahl, Oslo Public Library (Norway)</i>	<b>TRACK B</b> ▶ Liffey Suite <b>Innovative Information Environments</b> <b>B201: New Roles and Services for Libraries</b> <i>Birte Christensen-Salsgaard, State Library of Denmark (Denmark)</i> <i>Britta Woldering, Die Deutsche Bibliothek (Germany)</i>
11:45 – 12:30	<b>A202: Electronic Resources: Controlling Costs</b> <i>David Ball, Bournemouth University (UK)</i> <i>Armand Brevig, AstraZeneca (UK)</i>	<b>B202: National Collaborative Initiatives</b> <i>Heike vom Orde, International Central Institute for Youth and Educational Television (Germany)</i> <i>Robert Bull, DS Ltd. (UK) &amp; Martin Hayes, West Sussex County Library Services (UK)</i>
12:30 – 13:30	<b>DELEGATE LUNCH</b> ▶ Brasserie Restaurant	
13:45 – 14:45	<b>TRACK A</b> ▶ Shannon Suite <b>Exploring Web Research Skills and Resources</b> <b>A203: Search Engine Update</b> <i>Ran Hock, Online Strategies (USA)</i> <i>Karen Blakeman, RBA (UK)</i>	<b>TRACK B</b> ▶ Liffey Suite <b>Technology for Libraries</b> <b>B203: Using Open Standards and Open Source Software</b> <i>Brian Kelly, UKOLN (UK)</i> <i>Glen Newton, National Research Council (Canada)</i>
14:45 – 15:15	<b>COFFEE BREAK AND ILI SPONSOR SHOWCASE</b> ▶ Shannon and Liffey Foyers	
15:15 – 16:00	<b>A204: Competitive Intelligence and Evaluating Sources</b> <i>Jane Macoustra, Managing Director, Tai-Pan Research (UK)</i> <i>Alison Stacey, Webinfo Cambridge (UK)</i>	<b>B204: Do You Need an Electronic Resource Management System?</b> <i>Ron Davies, Davies Consulting (Belgium)</i>
16:15 – 17:00	<b>A205: Phil's Picks</b> <i>Phil Bradley, Internet Consultant (UK)</i>	<b>B205: Tools and Gadgets for the Millennial Librarian</b> <i>Aaron Schmidt, Thomas Ford Memorial Library (USA)</i>

## Workshops Sunday 9 October

10:00 – 13:00	<b>W1 Searching the Multimedia, Multiformat Web</b> <i>Ran Hock, Online Strategies (USA)</i>	<b>W2 The Blogger's Toolkit</b> <i>Michael Stephens, St. Joseph County Public Library (USA)</i>
14:00 – 17:00	<b>W3 Power Web Searching</b> <i>Phil Bradley, Consultant (UK)</i>	<b>W4 Web Design: Usability, Accessibility and Interoperability</b> <i>Brian Kelly, UKOLN (UK) and Lawrie Phipps, TechDis (UK)</i>

# General Conference Monday 10 October

## OPENING KEYNOTE

Shannon Suite

### Digitising Library Collections: Oxford University and the Google Project

09:00 – 10:00

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Ronald Milne, the Librarian of the Bodleian Library will speak about the agreement between the University of Oxford and Google to digitise the Bodleian Library's 19th century collections and to make them freely available on the World Wide Web. He will talk about the logistical and operational issues, consider the benefits of the project for the academic community, and assess the likely impact on the wider information world, as well as discuss Oxford University's viewpoint on being involved in the project.

## Coffee Break and ILI Sponsor Showcase Opens ▶ Shannon and Liffey Foyers

10:00 – 10:30

### TRACK A BLOGS, WIKIS AND COLLABORATION TOOLS

Shannon Suite

**MODERATOR: Marydee Ojala**, Editor, ONLINE magazine (USA)

#### Digital Tools for Collaboration

A101

10:30 – 11:30

**Aaron Schmidt**, Reference Librarian, Thomas Ford Memorial Library, Illinois (USA)

**Michael Stephens**, St. Joseph County Public Library, Indiana (USA)

**Brian Kelly**, UK Web Focus, UKOLN (UK)

One role of librarians is to bring people together with information. The world of wikis, Voice over Internet Protocol (VoIP), social bookmarks, image sharing and instant messaging can help librarians share their content and connect with their users and co-workers. In this thought-provoking session, Michael Stephens, Aaron Schmidt and Brian Kelly will show examples of how libraries and librarians have used these tools and share ideas and suggestions about how to use digital tools to communicate and collaborate.

#### Open Source Collaboration Tools

A102

11:45 – 12:30

**May Chang**, North Carolina State University (USA)

**Christopher Hamb**, University of Illinois (USA)

Hear from May Chang how one U.S. university library implemented open source communication and collaboration tools on the public web

#### FOCUS ON

### Practical Technology Tips and Tools

Create your own specialised conference track by attending all or some of these sessions:

<b>B101</b>	Using PowerPoint to Create Demos
<b>B102</b>	Twenty Technology Training Tips
<b>C104</b>	How to Enhance Access with Browser Extensions
<b>B205</b>	Tools and Gadgets for the Millennial Librarian

and the staff intranet, including discussion forums, weblogs/RSS and wikis, as well as an instant messaging system and learn how the project has had a positive impact on staff communication and collaboration in the library, with the campus community and beyond. Chris Hamb reports on how his library designed its own blog software and began a library news blog and RSS feed using Active Server Pages and VBScript instead of expensive or limited proprietary software.

### TRACK B E-LEARNING AND TRAINING

Liffey Suite

**MODERATOR: Tim Buckley Owen**, Head of Membership, Marketing & Media, CILIP (UK)

#### Information Issues: Tools for Teaching

B101

10:30 – 11:30

##### Using PowerPoint to Create Demos

**Graham Spooner**, Library Manager, College of Nursing, Burwood, New South Wales (Australia)

##### Using E-Learning to Teach Research Skills

**Rajen Munoo**, Senior Librarian, National Library Board (Singapore)

##### Teaching Information Competency to University Students

**Mariann Løkse**, Subject Librarian, University of Tromsø (Norway)

In this three-part session, get practical advice from Graham Spooner on how to create library demos with PowerPoint, including screen captures, and animations to explain how to use products and services. Next, Rajen Munoo shares how he used e-Learning to teach web search skills to in-house librarians as well as the lessons he learned about benefits and drawbacks of an e-Learning strategy. Finally, using a different strategy, Mariann Løkse developed a 6-hour information competency course for students at her university library. Listen, learn and think about which strategies and tools described in this session might work in your organisation.

#### Twenty Technology Teaching Tips

B102

11:45 – 12:30

**Michael Stephens**, St. Joseph County Public Library, Indiana (USA)

**Rob Coers**, Internet Trainer and Consultant (The Netherlands)

Two experienced technology trainers share their top 20 practical tips for librarians who are creating and presenting technology training in

# General Conference Monday 10 October

## FOCUS ON

### Information Literacy

Create your own specialised conference track by attending all or some of these sessions:

**B101** Using E-Learning to Teach Research Skills

**B102** Twenty Technology Teaching Tips

**B202** National Collaborative Initiatives

**PLUS Track B** E-Learning and Training

their libraries, including design hints, presentation skills and how to get management support for an information or technology literacy program. Their helpful suggestions range from practical tips to big-picture topics such as staff development requirements to create a staff of 'in the know' librarians.

## Delegate Lunch ▶ Brasserie Restaurant

12:30 — 13:45

Join your colleagues and the conference speakers and sponsors for lunch, and enjoy an opportunity to get acquainted with other attendees and discuss the topics you've heard at the morning's sessions. Many of the day's speakers will host tables so you can talk with them about their work.

## TRACK A BLOGS, WIKIS AND COLLABORATION TOOLS

Shannon Suite

**MODERATOR: Marydee Ojala**, Editor, ONLINE magazine (USA)

### Collaborating with Wikis

A103

13:45 — 14:30

**Rachel Bridgewater**, Reference Librarian, Washington State University (USA)

**Anne-Marie Deitering**, Instruction Services Coordinator, Oregon State University (USA)

Wikis, web pages that anyone can edit, offer exciting new possibilities for collaboration. Wikis allow a community of users to build and update a site that actively addresses their changing needs and expectations. Find out how these two librarians developed a wiki for instruction librarians to cooperatively share their ideas and instructional materials. Learn about implementation details, successes, setbacks and the challenges they faced in developing this project and hear tips about how to use a wiki for a local or geographically remote work group.

### The Collaborative Library

A104

14:45 — 15:30

#### Integrating Library Content into Collaborative Tools

**Morten Christoffersen**, Information Specialist, Novo Nordisk Library and Information Centre (Denmark)

Learn why and how the Novo Nordisk Library and Information Centre delivers information directly to its users, integrating project library content into collaborative tools, including other research project websites and

alerting services. Following the philosophy that users should get the information where they are instead of going to the library web site has changed the role of information professionals in this organisation.

## Coffee Break and ILI Sponsor Showcase

15:30 — 16:00

### ILI Sponsor Update

A105

16:00 — 17:15

**MODERATOR: Nancy Garman**, Director, Conference Development, Information Today, Inc. (USA)

**Gareth Smith**, EBSCO Information Services (UK)

**Robert Bley**, Ex Libris (UK) Ltd.

**Neil Dennis**, IEE Digital Library (UK)

**Luke Davies**, International Food Information Service (UK)

**Cristina Blanca-Sancho**, ProQuest Information and Learning (UK)

**Robert Jacobs**, Swets Information Services (UK)

**Bob Stembridge**, Thomson Scientific (UK)

Get a brief update of new products and features offered by the ILI sponsors in the short demos offered in this session. It's a great way to gain a quick overview of what's new and what's coming from popular library vendors. To follow up and for more information, visit with the sponsors in the ILI Sponsor Showcase area during the conference.

## TRACK B INFORMATION ORGANISATION AND DISCOVERY

Liffey 1 & 2

**MODERATOR: Tim Buckley Owen**, Head of Membership, Marketing & Media, CILIP (UK)

### Next-Generation Search: From Documents to Facts

B103

13:45 — 14:30

**Bjørn Olstad**, Chief Technology Officer, Fast Search and Transfer (Norway)

Researchers at one leading search engine are working on technology that identifies facts hidden inside documents that can then be used as a basis for improved discovery in various portal, intranet and library applications. Researchers have developed methods to construct and display "table-of-content" search results from millions of documents quickly. Multifaceted, auto-computed "table-of-content" results could greatly enhance search value and productivity. Related research is leading the way to identifying and visualising patterns/facts across large sets of documents.

### Developing and Using Taxonomies

B104

14:45 — 15:30

From controlled vocabularies to indexing to taxonomies, librarians are specialists in organising information. The speakers in this session offer a good foundation in taxonomy development and implementation.

#### How to Build a Taxonomy

**Katharine Schopflin**, Researcher, BBC Heritage (UK)

This practical session defines a taxonomy and discusses the reasons you need one and how your users might use it and then leads attendees through the process of building a taxonomy, including background work, useful tools, breaking down the subject and selecting appropriate terminology. It concludes with the importance of testing and factors to think about if you are integrating your taxonomy into a web interface.

# General Conference Monday 10 October

## A Taxonomy Life Story

**Jan Parry**, Head of e-Working Programme, Home Office (UK)  
**Nigel Owens**, Taxonomy Integration Project Manager, Home Office (UK)

UK's Home Office developed a taxonomy that is being integrated throughout all the IT systems in the Home Office and on their intranet and public websites. The work involved a huge project that collected the Home Office thesaurus, the documents and records listings and various other lists that were owned throughout the department into a single taxonomy. Hear how they did it by working collaboratively with a team of information professionals, IT teams, consultants and civil servants who just wanted to find things.

## Coffee Break and ILI Sponsor Showcase

15:30 – 16:00

## Folksonomies: Community Metadata?

B105

16:00 – 17:15

**Marieke Guy**, Interoperability Focus, UKOLN (UK)  
**Michael Stephens**, St. Joseph County Public Library, Indiana (USA)  
**Brian Kelly**, UK Web Focus, UKOLN (UK)

A folksonomy is a decentralised, social approach to creating online metadata for digital assets. The result is a flat namespace with no hierarchy or control. This new practice, used on sites like del.icio.us and Flickr, has sparked much debate between those eager for a user-centered web and others in favour of more formal classification systems. This session explores the history of folksonomies and discusses the advantages and disadvantages of personalised classification (tagging). The session concludes with a lively panel discussion about whether folksonomies have a viable role in the future of information organisation.

## TRACK C GLOBAL BEST PRACTICES

Liffey 3 & 4

This special track is a series of short, informative sessions that illustrate projects and best practices around the world. Come with questions and enjoy the opportunity to discuss related projects with the speaker and other delegates.

**MODERATOR: Ulla De Stricker**, President, De Stricker & Associates (Canada)

## E-Publishing for Everyone

C101

13:45 – 14:00

**Cokie Anderson**, Assistant Professor, Oklahoma State University (USA)

By partnering with local or regional professional societies to publish their journals electronically, even small and mid-sized libraries can help make scholarly research more widely and freely available. This session will cover identifying and contacting potential partners, negotiating and formalising e-Publishing agreements, preparing a budget, handling intellectual property issues, managing the digital project and promoting your online journals. Small-scale efforts at a local level can have global impact by making regional scholarship accessible to a worldwide audience and libraries of all sizes can be part of the open access revolution in access to information.

## FOCUS ON

## National Digital Projects and Initiatives

Create your own specialised conference track by attending all or some of these sessions:

**B201** Living with Google: New Roles for Libraries

**B201** The European Library

**B202** National Collaborative Initiatives

**C105** Developing a Research Portal

**C106** Working with Corporate Partners

**C107** A Global Library in a Local Society

## The TNW Information Universe Model: A Framework for Information Access

C102

14:15 – 14:30

**Sheila Corral**, Professor and Chair in Librarianship and Information Management, University of Sheffield (UK)  
**Ray Lester**, Editor-in-Chief, The New Walford (UK)

The TNW Information Universe Model has been designed to provide a pragmatic framework for organising the contents of *The New Walford: Guide to Reference Resources* and to introduce students of library and information science to the contemporary world of reference resources. The model aims to integrate print and digital media, identify new forms of resources and illuminate relationships between different resource types, capturing the complexity of the new information universe while at the same time simplifying it into one coherent framework.

## Change Management: Meeting Users' Requirements and Managing Expectations

C103

14:45 – 15:00

**Ross MacIntyre**, Senior Project Manager, University of Manchester (UK)

Ross MacIntyre tells the tale of the successful transition of a substantial existing user community to Thomson's ISI Web of Knowledge Service for UK Education, a new intranet application hosted and supported at the UK's national academic data centre at The University of Manchester. His story of successful change management is of interest to anyone who supports services for a large and diverse user community.

## How to Enhance Access with Browser Extensions

C104

15:15 – 15:30

**Richard Akerman**, Technology Architect, CISTI, National Research Council (Canada)

Imagine users searching your online catalogue from the same browser interface they use for Google, or automatically finding the appropriate local electronic copy when looking at search results from Google Scholar. Richard Akerman describes how to extend many different web browsers by adding new code modules (plugins, ActiveX controls, bookmarklets, etc.) and shows demonstrations of Quick arch keywords, search plugins, bookmarklets, sidebars and extensions using the Firefox web browser, which is easily extensible.



# General Conference Monday 10 October

## Developing a Research Portal

C105

16:00 – 16:15

**Heila Pienaar**, Assistant Director, E-Information Strategy and KM, University of Pretoria, and **Martie van Deventer**, Council for Scientific and Industrial Research (South Africa)

In defining a coherent information and knowledge support system for e-research in South Africa, it became clear that one of the main elements should be an e-research portal for South African researchers. Hear how the South African Research Information Services (SARIS) team is designing and developing its e-research portal to further empower and extend the South African Site Licensing initiative.

## Working with Corporate Partners

C106

16:30 – 16:45

**Lucy Arundell**, Assistant State Librarian, e-Library Services, and CIO, State Library of New South Wales (Australia)  
**Brian Craighead**, Senior Partner, Strategy, The Communications Group (Australia)

The State Library of New South Wales has successfully used a capital campaign committee to inspire and recruit major corporate partners to assist in launching a major new anywhere/anytime information service. This session discusses the impact of having partners who challenge the traditional view of libraries—and the pro bono expertise, skills and technology they bring to the project.

## A Global Library in a Local Society

C107

17:00 – 17:15

**Susanne Buus-Pedersen**, Project Leader, **Tora Trier Hansen** and **Henriette Ritz Kylmann**, Copenhagen City Library (Denmark)

Take a virtual tour of Copenhagen Digital Library, which is a hybrid between the conventional and digital library, where electronic resources and traditional hardcopy resources are presented alongside each other. See a demonstration of Downlaan, a national infrastructure for the digital distribution of books and other text-based material to Danish library patrons.

## Evening Reception

An evening reception will be held on Monday 10 October from 17:15 – 18:15 in The Brasserie. Information Today, Inc. invites all conference delegates, speakers, and sponsors to join us to celebrate our 7th year of the conference, providing further opportunity to network with your colleagues from around the world.

## The Tools For Tomorrow... Today



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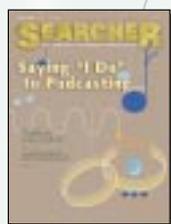
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# General Conference Tuesday 11 October

## KEYNOTE

Shannon Suite

### Relevance and the Future of Search

09:00 – 10:00

**Stephen E. Arnold**, AIT Technology (USA)



Web search continues to consolidate around the Big Three: Google, Microsoft Network and Yahoo!. Increased competition and new services are almost certain to grow as Ask, Vivisimo and others provide more functionality. Pay-for-traffic firms, such as Vibrant Media, Azoogole Ads and others exploit chinks in the Big Three's armor. How will these technology trends affect internet librarians? Search optimisation works and may signal the end of objective "hits", a frightening concept for serious researchers. Steve Arnold, a search industry veteran, takes a hard look at trends that will define search into 2006 and beyond and continue to challenge web searchers.

### Coffee Break and ILI Sponsor Showcase ▶ Shannon and Liffey Foyers

10:00 – 10:30

#### TRACK A

### DIGITAL LIBRARIES AND RESOURCES

Shannon Suite

**MODERATOR: Ulla De Stricker**, President, De Stricker & Associates (Canada)

#### Virtual Library Services

A201

10:30 – 11:30

##### Deploying Information to Global Desktops

**Belinda Roux**, Senior Information Officer, AngloGold Ashanti Ltd. (South Africa)

Globalisation plays a major role in 21st century companies, and many companies have offices in other parts of the world. In this presentation, Belinda Roux describes how she created a virtual library web site at AngloGold Ashanti that is part of the company intranet. This information-rich portal for the company's global employees expanded her role and the library's visibility around the world.

##### Running a Digital Reference Service

**Siri Tidemann-Andersen**, Project Director, and **Jørn Helge B. Dahl**, Oslo Public Library (Norway)

Biblioteksvar is a new Norwegian digital reference service that answers questions received from patrons via SMS, chat or by using a web form. The project involves 27 libraries and a collective staff that cooperates to man the service. Siri Tidemann-Anderson, the project

director, describes how this service uses technology to provide service to everyone, regardless of their geographical location.

#### Electronic Resources: Controlling Costs

A202

11:45 – 12:30

Increasing costs to acquire electronic journals and other electronic resources is a major issue for librarians in many environments. Hear how two university and corporate librarians have successfully attacked this problem.

##### Alternatives to the Big Deal: A New Model for Buying E-Books

**David Ball**, University Librarian, Bournemouth University (UK)

David Ball discusses existing models, including the Big Deal, for procuring both hard copy and electronic information resources, shows how they have shaped a ground-breaking new model for the supply of e-Books to universities in the UK and discusses the first results of this new approach.

##### A Model for Managing E-Journal Spending

**Armand Brevig**, Global Category Leader, AstraZeneca (UK)

Learn how one information professional countered e-Journal price increases by using long- and short-term levers such as managing demand, increasing bargaining power, changing the publisher's perception and getting more value for his expenditure. Armand Brevig shows how he was able to provide more information to his internal customers without increasing total costs by proactively identifying savings and generating value opportunities.

#### TRACK B

### INNOVATIVE INFORMATION ENVIRONMENTS

Liffey 1 & 2

**MODERATOR: David Raitt**, Editor, The Electronic Library (The Netherlands)

#### New Roles and Services for Libraries

B201

10:30 – 11:30

##### Living with Google: New Roles for Libraries

**Birte Christensen-Salgaard**, Director of IT, State Library of Denmark (Denmark)

The popularity of Google presents tremendous challenges to the traditional roles of libraries. One response, from a group of Danish libraries, is to work together to develop common web services that

#### FOCUS ON

### Corporate Libraries

Create your own specialised conference track by attending all or some of these sessions:

A101	Digital Tools for Collaboration
B104	Developing and Using Taxonomies
A201	Deploying Information to Global Desktops
A202	A Model for Managing E-Journal Spending
A204	Competitive Intelligence and Evaluating Sources

# General Conference Tuesday 11 October

## FOCUS ON

### Management Skills and Strategies

Create your own specialised conference track by attending all or some of these sessions:

<b>C106</b>	Working with Corporate Partners
<b>A201</b>	Deploying Information to Global Desktops
<b>A202</b>	Alternatives to the Big Deal
<b>A202</b>	A Model for Managing E-Journal Spending

integrate part of their respective catalogues. New roles reflect the belief that, in the electronic world, librarians must replace collection and access management with services developed collaboratively.

#### The European Library

**Britta Woldering**, Senior Librarian, Die Deutsche Bibliothek (Germany)

The European Library went live earlier this year, and for the first time librarians and researchers have access to collections from 10 of Europe's largest national libraries. The partners envision an opportunity to reach new users and to showcase their collections, services and products. Hear a report on this project and also about developments with the European Digital Library initiative.

#### National Collaborative Initiatives

**B202**
**11:45 – 12:30**

**Heike vom Orde**, Head of Documentation, International Central Institute for Youth and Educational Television (Germany)

**Robert Bull**, Business Development Director, DS Ltd. (UK) & **Martin Hayes**, West Sussex County Library Services (UK)

National collaborative initiatives offer the potential to create significant digital resources. Heike vom Orde describes the Informationssystem Medienpaedagogik, the most extensive digital reference tool about media education in the German-speaking area and a successful example of networking for media literacy that was created by a partnership of German libraries and documentation centres in the field of pedagogy and media studies. Then hear from Robert Bull and Martin Hayes about the development of a heritage research portal that allows simultaneous searches across 27 West Sussex databases. Learn about the project background, management and deployment, and the outlook for the future of the service.

#### Delegate Lunch ▶ Brasserie Restaurant

**12:30 – 13:45**

Join your colleagues and the conference speakers and sponsors for lunch, and enjoy an opportunity to get acquainted with other attendees and discuss the topics you've heard at the conference. Again, many of the day's speakers will host tables and be available for further questions about their work.

## TRACK A

### EXPLORING WEB RESEARCH SKILLS AND RESOURCES

**Shannon Suite**
**MODERATOR: Marydee Ojala**, Editor, ONLINE magazine (USA)

#### Search Engine Update

**A203**
**13:45 – 14:45**
**Ran Hock**, Online Strategies (USA)

**Karen Blakeman**, RBA (UK)

Web search engines resemble chameleons, changing character, features and strategies overnight. Search engines add commands, deactivate commands, alter underlying search algorithms, introduce new types of information and vary results ranking. New engines appear; old favourites fade. Working librarians can't devote enough time to keep up with all these changes. Luckily, there are people who track search engine alterations and happily share their knowledge. Ran Hock and Karen Blakeman are two of the best and they will bring you up-to-date.

#### Coffee Break and ILI Sponsor Showcase

**14:45 – 15:15**

#### Competitive Intelligence and Evaluating Sources

**A204**
**15:15 – 16:00**
**Jane Macoustra**, Managing Director, Tai-Pan Research (UK)

**Alison Stacey**, Internet Strategist, Webinfo pro Cambridge (UK)

As companies compete on a global basis, knowing where and how to look for information about competitor activities becomes increasingly important. Jane Macoustra identifies both local and international sources of competitive information. Whether it's CI or another research topic, the question of evaluating validity is an important consideration. Alison Stacey presents techniques for transcending bias on Web pages and suggests pivotal cues that internet librarians can use to compensate for subjectivity and to reinterpret Web pages to maximise their value.

#### Phil's Picks

**A205**
**16:15 – 17:00**
**Phil Bradley**, Internet Consultant (UK)

What sets information professionals apart from the millions of amateur searchers? Usually, it is their ability to use advanced search techniques, locate hidden sources for information, explore worlds beyond text search and seek new technologies and strategies. Round out your Internet Librarian International experience with Phil's Picks and learn dozens of really valuable tips and techniques that can make an information professional's life easier—and help you search better and faster.

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## TRACK B TECHNOLOGY FOR LIBRARIES

Liffey 1 & 2

**MODERATOR: Michael Stephens**, *Special Projects Librarian, St. Joseph County Public Library (USA)*

### Using Open Standards and Open Source Software

B203

13:45 – 14:45

**Brian Kelly**, *UK Web Focus, UKOLN (UK)*  
**Glen Newton**, *Program Head, CISTI, National Research Council (Canada)*

Library web development often uses open standards to ensure application and device-independence, accessibility and interoperability. However, in reality, open standards may be difficult or expensive to deploy and may fail to gain widespread market acceptance. Brian Kelly argues the need to adopt policies and practices that take advantage of the benefits of open standards, yet have sufficient flexibility to adopt proprietary solutions at times. In a related case study, CISTI describes its experience using open source software to prototype the integration of a catalogue web interface with a commercial content management system and discusses the extended functionality and integration of other information resources, such as PubMed and Amazon, that were made possible by the open and flexible nature of the open source software

### Do You Need an Electronic Resource Management System?

B204

15:15 – 16:00

**Ron Davies**, *Information Systems Consultant, Davies Consulting (Belgium)*

Increasing proportions of library budgets are spent on electronic resources. The difficulty and complexity of managing the processes related to licensing, acquiring and providing access to these resources has given rise to "electronic resource management systems," a new type of library software to help manage these resources. Learn what an ERM system can do and hear about potential challenges you might encounter in integrating ERM functions into a complex systems environment.

### Tools and Gadgets for the Millennial Librarian

B205

16:15 – 17:00

**Aaron Schmidt**, *Reference Librarian, Thomas Ford Memorial Library, Illinois (USA)*

Learn about new technology and tools and gadgets from technology expert, Aaron Schmidt. Jump back in time to view a few gadgets from the '70s and then leap into the future to see new gadgets on the market that can help in your work, home and office. This fun and fast-paced session will stimulate your thinking about new ways of doing things with technology.

### Coffee Break and ILI Sponsor Showcase

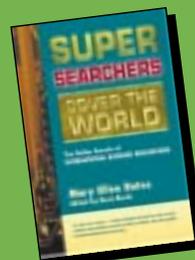
14:45 – 15:15

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