Internet Librarian International 2003

The International Internet Conference for Librarians and Information Professionals

25-27 March 2003
National Exhibition Centre (NEC) • Birmingham, UK

www.internet-librarian.com

Co-located with: Total Library Solutions 2003

Imark Communications

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Computers & Libraries Online

Internet
Web Searching
Intranets
Digital Resources & Content
Technology
Welcome to the fifth 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. The conference provides a stimulating forum for experienced speakers and inquiring delegates to explore the exciting range of issues and challenges that face information professionals today. The brand-new, co-located Total Library Solutions Exhibition adds the opportunity to view the best products and services and identify tools, technology, content, and infrastructure solutions.

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**Conference Overview**

**Location**
All conference sessions take place at the Concourse Suite 1 and 2 and Suite 19 of the National Exhibition Centre (NEC) in Birmingham on Tuesday 25 March to Thursday 27 March. All preconference workshops take place at The Gallery Suite in Rooms 16, 17 and 18 of the National Exhibition Centre on Monday 24 March. The co-located Total Library Solutions (TLS) exhibition takes place in Hall 10 of the NEC on Wednesday and Thursday 26 and 27 March.

**Catering**
There are numerous catering points situated around the NEC. On Wednesday 26 and Thursday 27 March, delegates can purchase refreshments within the TLS exhibition in Hall 10, right opposite the conference rooms. Free morning coffee is provided, courtesy of Information Today and The Electronic Library, on Wednesday and Thursday within the TLS exhibition hall.

**Total Library Solutions Exhibition**
Co-located with Internet Librarian International is the new Total Library Solutions exhibition running from 26 - 27 March in Hall 10, right opposite the conference rooms. Internet Librarian International delegates benefit from unlimited access to TLS. Meet up to 70 exhibitors showcasing hundreds of the best library solutions; benefit from the free education programme including independent breakfast briefings and masterclasses with topics specially designed for librarians from the school, public, academic and special library sectors. In addition, there will be up to 40 vendor seminars demonstrating real-life solutions to your library challenges.

**Reception**
An evening reception will be held on Wednesday 26 March from 17:30 – 19:00 in the TLS exhibition halls. Information Today, Inc. invites all conference delegates and speakers to join us to celebrate our 5th year of the conference, providing further opportunity to network with your information colleagues from around the world.

**Communities of Interest**
Meet new friends and join your international colleagues to discuss topics of interest and brainstorm on solutions to common problems. These casual networking discussion groups will convene at the close of the formal Tuesday conference program. Enjoy a drink, great networking, and stimulating discussions on a range of topics, including:
- Adding Digital Resources to Your Library
  Facilitator: Richard Hulser, Infotrieve, USA
- Changing Roles for Info Pros
  Facilitator: Tim Owen, CILIP, UK
- Information Literacy
  Facilitators: Marydee Ojala, Information Today, Inc., USA, and Sheila Webber, University of Sheffield, UK
- Web Design & Technology
  Facilitators: Darlene Fichet, University of Saskatchewan, Canada, and Frank Cervone, Northwestern University, USA
- Web Searching
  Facilitator: William Hann, Free Pint, UK

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

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**Information Today Ltd.**
143 Old Marlton Pike, Medford, NJ 08055, USA
Phone: +1 609-654-6266 • Fax: +1 609-654-4309 • E-mail: custserv@infotoday.com
Web site: www.infotoday.com

1840 Old Marlton Pike, Medford, NJ 08055, USA
Phone: +1 609-654-6266 • Fax: +1 609-654-4309 • E-mail: custserv@infotoday.com
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Look into the future of the Internet, search-and-retrieval technology, and the world of electronic information with John M. Lervik, an Internet visionary and successful entrepreneur. John Lervik founded Fast Search & Transfer, one of the best-known Web search engine companies, in Oslo, Norway, in 1997 with a vision for offering fast and efficient search and real-time filtering technology solutions. AllTheWeb is Fast’s well-known public search engine, and Fast search technology also powers search solutions at some of the world’s best-known companies and ISPs, including Freeserve.com, Reuters, IBM, and Reed Elsevier. Web search engines have changed the way librarians and information professionals do their jobs. A recent informal survey showed that search engines, not traditional online services, are the starting point of choice for most librarians. In this thought-provoking keynote, John Lervik offers a tantalising glimpse of new developments in the world of Web search technology.

Coffee Break
10:00 - 10:30

Lunch Break
12:30 - 14:00

Finding Books and News on the Web
A103
14:00 - 14:45
Paul Nieuwenhuysen, Professor, Vrije Universiteit Brussel, Belgium
Peter Chapman, Information Consultant, UK
Today the Internet offers many options for finding books and news. How to discover books on a particular subject or by a particular author? How to find a complete bibliographic description? Should you look at bookseller databases, national bibliographies, or shopbots? Paul Nieuwenhuysen’s analysis will help you answer these book-sourcing questions. Newspapers, particularly obscure regional ones or those from countries other than your own, present a different set of challenges. And electronic news archives may vary greatly from their print counterparts, depending on how they’re digitised. Learn from Peter Chapman how to spot these differences and how to effectively tap into the gold mine of news on the Web.

Google Busting for Fun and Profit
A104
15:00 - 15:45
Chris Sherman, SearchWise, USA
Gary Price, Library Research and Internet Consulting, USA
The most popular search engine on the planet is Google. There’s no argument that it has a large database, provides search support for a variety of formats, and returns sometimes surprisingly relevant results. But Google is not the only search engine in the world. There are many others; some are highly specialised, some are general. Chris Sherman and Gary Price, authors of The Invisible Web, explore strengths and weaknesses of the “other” search engines, offering practical suggestions about when to choose a Google alternative.

Google Busting for Fun and Profit (Continued)
A105
16:00 - 17:00
Chris Sherman, SearchWise, USA
Gary Price, Library Research and Internet Consulting, USA
Expertise in organising and managing information has led librarians into new roles as Web designers and developers, empowering them to offer new services to their users. In this track, you will learn how to tweak your site design to attract visibility from the search engines, how to maintain your Web site quality, how to use new tools for site design, and how to ensure that your site is accessible to all your users.

Combined by Darlene Fichter, University of Saskatchewan, Canada & Frank Cervone, Northwestern University, USA

Search-Friendly Web Design
10:30 – 11:15
Sandy Schlosser, New Media Project Manager, Consumer Reports Magazine, USA
Can everyone find your site? If it is not showing up among the top 30 results in major search engines, you may have the best site in the world, but you're not reaching your target audience. This session explores ways to tweak your site design to increase your visibility within major search engines. Learn the critical importance of keyword selection, metatags, link text, and other Web design elements that may affect search engine ranking, as well as the importance of reciprocal linking.

Web Site Quality & Longevity
11:30 – 12:30
QA for Web Sites
Edmund Bremner, Institute for Learning & Research Technology, University of Bristol, UK, & Marieke Guy, UKOLN, UK
Surviving the End of Your Web Project
Michael Davis, Electronic Library Projects & Systems Officer, University of Cranfield, UK
Does your site play well with others? Can you maintain it after initial launch excitement is over? Does it age well? Will it last? Learn how quality assurance procedures affect Web site designs. Become aware of the importance of standards in developing interoperable digital library services— and understand some of the difficulties in their implementation. However, even the most well-designed site doesn’t guarantee continued usefulness. Ensuring the content of a Web resource remains up-to-date is a crucial, but often overlooked, necessity. Find out how to create a content-rich Web site that requires minimum attention once it is completed.

Lunch Break
12:30 – 14:00

Tools for Web Designers
14:00 – 14:45
Optimizing Web Sites for Search Engines
Chris Sherman, Searchwise, Inc., USA
Vlink: An OpenURL Resolver
Stefaan Renard & Gerrit Alewaeers, Vrije Universiteit Brussel, Belgium
It's not enough just to design a great site and hope searchers will beat a path to your virtual door. It's crucial to apply search engine optimization (SEO) techniques to assure that your content has a fighting chance of being found. Learn the basics of SEO from Chris Sherman and understand the clearly-delineated differences between legitimate, ethical techniques and the shady tactics used by spammers to trick the engines. Similarly, links are part of the magic of the Internet. Get an inside look at how Vlink, a link-server based on OpenURL works to guide users to relevant information sources using context-sensitive linking, based on experience at the Vrije Universiteit Brussel.

Strategies for Designing Accessible Web Sites
15:00 – 15:45
Carol Carter, Web Design Consultant, Jamaica, West Indies
Jenny Craven, Research Fellow, Centre for Research in Library & Automation Management (CERLIM), Manchester Metropolitan University, UK
Can everyone access your site, even if they are visually or otherwise physically challenged? It is becoming essential for Web designers and developers to create sites for the changing demography of Internet users, such as persons with disabilities and seniors. Designing accessible Web sites allows users to obtain and use Web content globally. It also gives users the flexibility to present and interact with Web pages according to their needs and preferences. Discover the main benefits of Web accessibility and learn Carol Carter’s five strategies for designing effective Web sites accessible by everyone. Jenny Craven shares findings from the Non-Visual Access to the Digital Library project (NoVA), which explored user behaviour in digital environments with particular reference to people who are blind or visually impaired.

Web Site Accessibility: Too Difficult to Implement?
16:00 – 17:00
Neil Witt, University of Plymouth, UK
Brian Kelly, UKOLN, UK
David Sloan, University of Dundee, UK
It is often difficult to raise concern about Web site accessibility without appearing to be “politically incorrect.” In this provocative panel discussion, Lawrie Phipps of the TechDis service argues that Web site accessibility can, and should, be implemented. Brian Kelly, UKOLN, counters that although accessibility is desirable, organisations cannot sign a blank cheque for ensuring widespread accessibility, and that there is a need for more open debate on what can and what can't be achieved. David Sloan, University of Dundee, suggests that one should not address the accessibility of a Web site without also addressing its usability. Learn about some of the realities needing to be faced to ensure Web sites comply with accessibility guidelines and hear which approaches are being taken within the UK higher education community.
The Collaboration of Cultures

10:30 - 11:15
Susan Yoder, Director, Integrated Information Services, Research Libraries Group, USA

For researchers around the world, accessing primary sources of cultural heritage is an emerging area of importance. No matter what the language or culture, such materials are often unique and difficult (or impossible) to access or view directly. Susan Yoder describes RLG’s efforts to bring together a critical mass of highly disparate sources of digitised material from a wide array of contributors, whose needs, desires, and obligations varied widely, both with respect to the content and to the populations they served. From Susan’s hard-won experience, you’ll learn how to pinpoint issues that often become problematic in cultural heritage projects, and how to find solutions.

The Power of Resource-Sharing

11:30 - 12:30
RDN Subject Portals Project
Ruth Martin, Subject Portals Project Manager, UKOLN, UK
Archives Hub
Amanda Hill, Archives Hub Manager, University of Manchester, & Sarah Stark, A2A Central Team, Public Record Office, UK

Imagine combining the resources of more than 60 British educational and research organisations—or providing descriptive access to thousands of British archives collections. Collaborative resource-sharing and the enabling technology of the Internet have turned these projects into realities. The Subject Portals Project has developed a single interface that, along with a powerful search toolkit, enables users to search through more than 50,000 resources and retrieve seamless links to relevant material, often in full text. A British national Archive Network is not yet a reality, but various pieces are falling into place. Get inspired by these collaborative projects, and come away with an understanding of the power of resource-sharing on any scale.

Lunch Break
12:30 - 14:00
Many Internet searchers, even librarians and information professionals, are self-taught, relying on advice from colleagues, personal experience, and articles, books, and newsletters. In this track, hear firsthand from information professionals who share their practical tips and advice, stressing hands-on, useful information you can take home and put to work immediately.

Moderated by Tim Owen, CILIP, UK

Grass-Roots Knowledge-Sharing: Market Intelligence
10:30 – 11:15
Derek Fetzer, Owens Corning, Brussels, Belgium
Helen Clegg, RR Donnelly, UK

IT solutions alone will never ensure the success of a market intelligence effort. Effective market intelligence management requires employee involvement from all levels and the creation of an underlying environment that supports knowledge-sharing behaviours. According to Derek Fetzer from Owens Corning, the process should engage the entire organisation—from scientists to sales people, marketing, and customer service. And for a complete market intelligence function, external information cannot be ignored. Helen Clegg describes the RR Donnelly approach to market intelligence from this perspective.

Search Engine Overlap
11:30 – 12:30
Ran Hock, Online Strategies, USA

Why do you need to use more than one search engine? Taking a case-study approach to search engine overlap at the level of individual searches, Ran Hock, author of The Extreme Searcher’s Guide to Search Engines, analyses how many and what kinds of unique pages are covered by multiple engines, the relative importance of the additional information, the issue of duplicates, and why metasearch sites are not the way to go.

Lunch Break
12:30 – 14:00

Value for Money: You Mean I Have to Pay?
14:00 – 14:45
Marydee Ojala, Editor, ONLINE Magazine, USA

Most information professionals have never subscribed to the myth of free information on the Internet. However, management often thinks that getting something for nothing is a superb idea—and sometimes it is. In this session, Marydee Ojala investigates some of the reasons to pay—or not to pay—for information and explores whether free sites sometimes offer better information than fee-based services. Search examples illustrate decision points for when to use a fee-based or free source.

Crossfile Searching Revisited
15:00 – 15:45
Ben Soares, EDINA Data Library, Edinburgh University, UK
Karen Blakeman, RBA Information Services, UK

Xgrain, developed at Edinburgh University, is a tool for "shallow" cross-searching a group of A&I databases. Designed as a simple portal to the journals literature, Xgrain will have its own interface and will also be available for integration into subject-based and institutional portals. In the workplace, crossfile searching continues to be a key function as evidenced by the experiences of long-time business researcher Karen Blakeman.

Coffee Break—Sponsored by The Electronic Library Journal
10:00 – 10:30

The British Library is creating a digital future for its collections and services as it embarks on a major effort to extend access to its world-class resources. Using electronic media and services to provide public access, opening up collections, creating productive partnerships, and developing new enterprises are central to the Library’s development of a digital library programme. Digitisation of many of the Library’s collections and archiving of materials that are “born digital” are high priorities. As the director of e-Strategy, Dr. Richard Boulderstone is the driving force behind the Library’s initiatives to use Internet technologies to make its collection available to the widest possible audience, leading the way into the 21st century.

COFFEE BREAK
Sponsored by The Electronic Library Journal
10:00 – 10:30

The Electronic Library—the international journal for the application of technology in information environments—is delighted to sponsor this coffee break and invites all Internet Librarian International delegates to join us for coffee and to meet the journal’s editor, David Raitt in the TLS exhibition hall. Free copies of The Electronic Library will be available during the coffee break.
Cool Tools for Web Searching
16:15 - 17:00
Gary Price, Library Research and Internet Consulting, USA
Pack your search toolbox with great free or cheap Web resources and tools. Learn the secrets of successful Web searching as taught by Gary Price, a well-known searcher, author, and Web resource specialist. Gary’s review of the newest and best resources, tools, and strategies, all from a practical, hands-on viewpoint, will give you dozens of new ideas to take home to your keyboard.

Web Services: Next-Generation Interoperability for Libraries
11:30 - 12:30
Joaquim Carvalho, University of Coimbra, & Maria Inês Cordeiro, Art Library, Calouste Gulbenkian Foundation, Portugal
Web services are a new technology for sharing information and services among different information systems. The primary novelty and advantage of Web services are the speed and low-cost of implementation—major factors for many libraries. Providing bibliographic systems with Web services capabilities can expand dramatically the dissemination and reusability of bibliographic data. In this session, explore Web services and their potential for disclosing “hidden Web” database resources while creating interoperability between library systems.

Open Source Software for Libraries
15:00 - 15:45
Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University, USA
More and more libraries are turning to open source solutions to help deliver core library services. What is open source software and what is the philosophy behind it? Find out what all the excitement is about, how your library can find and use open source software, and how your staff might contribute to an open source project.

Blogging
16:15 - 17:00
Darlene Fichter, Data Librarian, University of Saskatchewan, Canada
Blogging software is morphing from use for personal journals into content management systems and collaborative communities. When you decide to set up a blog, you have dozens of choices. Does your blog need to be remotely hosted or installed locally? What features and services matter? Get up to speed with blogging software basics. Discover exciting add-ons and innovative features. And learn how your library can find and use these highly personal, but often informative, resources as reference tools, as well.
Digital libraries, virtual reference services, and electronic resources have combined to create a truly global information environment. What are the new rules and tools for making the most of these resources? How do you put e-journals, e-books, and digital libraries of text, images, and audio to work in your library? The speakers in this track share their visions—and their hard-won experience in the new digital information world.

Moderated by Alison McNab, University of Nottingham, UK

**Digitisation Collaboration: Ways of Working Together**

**10:30 - 11:15**

COKIE ANDERSON, Oklahoma State University, USA

Digitisation projects require four elements: materials, equipment (computers, scanners, software), personnel with expertise in digitisation, and funding. Most institutions must look outside their walls for one or more elements. But through collaboration, institutions can share the burden. One organisation may “hire” another to digitise its materials; several institutions may perform different parts of the process; or a number of institutions may band together to form a “digital coalition.” Explore the challenges and opportunities presented by collaboration, as well as how to find potential partners and ways to initiate collaborative projects.

**Acquiring and Managing E-Journals**

**11:30 - 12:30**

TONY KIDD, Head of Serials/Document Delivery, Glasgow University, UK

If you buy the e-journal, can you cancel the print subscription? Do you have rights to the backfiles? For which publishers? Who can access the e-journals? How do you track usage and digital rights? These and a host of other questions besiege librarians who embark on e-journal collection management projects. Tony Kidd has hands-on experience managing e-journals and shares his advice and expertise on these and other burning questions. Peter Shepherd of the COUNTER (Counting Online Usage of NETworked Electronic Resources) brings a different perspective, describing a collaborative effort (Counting Online Usage of NETworked Electronic Resources) that can be incorporated into Web projects. The British Film Institute is very close to launching a project called “screenonline,” containing up to 1,000 hours of British film. Two large Danish libraries have cooperated to allow patrons to download music files from Netmus, and the libraries’ attention to rights management issues is of special interest. Streaming audio and video are part of the latest update to UNLV’s digital gallery project, along with a radical redesign. Hear lessons learned from three project leaders who are really putting rich media on the Internet today.

**Lunch Break**

**12:30 - 14:00**

**Improving Access to Digital Resources**

**14:00 - 14:45**

RUTH JENKINS, Assistant Director, Information Services Division of Learning & Research Support, University of Birmingham

ZSUSSANNA TOSZEGI, Managing Director & Andras Kora, Head of the Library Division, J ohn von Neumann Digital Library & Multimedia Centre, Hungary

When the Nobel Prize in Literature was awarded to the Hungarian writer Imre Kertesz in October 2002, the John von Neumann Digital Library began to create e-book versions of his works the very next day. The Digital Literary Academy plays a major role in providing electronic access to the complete works of the major Hungarian authors. Hear about the Digital Library’s strategies, new document formats—and the effects and side effects of its instant popularity. At the University of Birmingham, the ejournals Directory offers access to electronic journals via TDNet, and the eResources Directory provides Web-based access to CD-ROMs, online databases, and major Web sites. Ruth J enkins discusses how the services were chosen and implemented, as well as how the university is planning to integrate them with the library management system, student portal, and virtual learning environment.

**E-Books: Do They Belong in Libraries?**

**15:00 - 15:45**

PENNY GARROD, Public Library Networking Focus, UKOLN, UK

LOUISE EDWARDS, Collection Manager, J oint Information Systems Committee (JISC), UK

Are e-books still worth adding to library e-collections or has the collapse of the dot-com market and the economic downturn dealt them a fatal blow? Hear examples of libraries around the world where e-books have been acquired and incorporated into services. Ask questions such as which audiences or users gain the most benefit from e-books and why; are novels suitable for the e-book format; and what impact will emerging and converged technologies have on e-books. Are e-books a valid format for higher education and academic environments? Who is doing what with e-books in university libraries? Join these two knowledgeable speakers to discuss examples and debate the pros and cons of this controversial topic.

**Coffee Break**

**15:45 - 16:15**

**Rich Media on the Internet: Technology, Implementation, & Distribution**

**16:15 - 17:00**

BRAD EDEN, Head, Bibliographic & Metadata Services, University of Nevada, Las Vegas, USA

RICHARD PATerson, Head of Knowledge, British Film Institute, UK

SUSSANNE BUUS-PEDERSEN, Music Librarian, Copenhagen Public Library, Denmark

Project Netmus (music), the British Film Institute (film and television), and a digital gallery at the University of Nevada, Las Vegas (UNLV) are real-life illustrations of how digital repositories can be incorporated into Web projects. The British Film Institute is very close to launching a project called “screenonline,” containing up to 1,000 hours of British film. Two large Danish libraries have cooperated to allow patrons to download music files from Netmus, and the libraries’ attention to rights management issues is of special interest. Streaming audio and video are part of the latest update to UNLV’s digital gallery project, along with a radical redesign. Hear lessons learned from three project leaders who are really putting rich media on the Internet today.

**EVENING RECEPTION**

**Wednesday 26 March**

**17:30 - 19:00**

Information Today, Inc. invites all delegates and speakers to celebrate Internet Librarian International’s 5th year at our Evening Reception taking place in the TLS exhibition hall. (Hall 10—opposite the conference rooms’ entrance)
Keeping up with the pace of change is a challenge for most librarians and information professionals. Get up to speed with the latest developments in this stimulating one-day crash course on new trends and technologies. Whether it's PDAs in the reference room, network security, or the nuts and bolts of information management, the speakers in this track are sure to open your mind and expand your horizons.

**Moderated by Richard Hulser, Infotrieve, USA**

### Leadership in the Internet Age

**10:30 - 11:30**

**Richard Hulser, Infotrieve, USA**

Leading a library or information service in the Internet age is definitely a challenge with all the new strategies, skills, and technologies swirling around. We hear the cry from senior management, “It's all on the Internet, and it’s free.” So how do those of us leading our enterprise strategies with respect to the Internet, intranets, and the virtual world demonstrate the impact of our key competencies on our organisations and gain support to further our organisation's goals and strategies? This session deals with key leadership strategies for the Internet age—a must for all Internet librarians.

### Unstructured Information Management

**11:45 - 12:30**

**Mikael Thorson, Partner, Infosphere AB, Stockholm, Sweden**

There is data, data everywhere, but is it organised in any structured way? Mikael Thorson suggests a major problem facing information professionals and content managers is not only finding information, but making sense of huge volumes of data. Explore the new realm of Unstructured Information Management (UIM) and its potential for changing day-to-day research and information management.

### Coffee Break

**10:00 - 10:30**

### Lunch Break

**12:30 - 14:00**

### Increasing Content Velocity

**14:00 - 14:45**

**Ramana Rao, Chief Technology Officer & Senior Vice President, Inxight Software, USA**

According to Ramana Rao, basic content, including e-mail and electronic documents, is probably the single most ineffectively utilised asset in modern large organisations and businesses. In this session, Rao describes new opportunities for integrating traditional library and information science practices and new technologies for structuring and accessing these important, but fundamental digital assets.

### Network Security in Libraries

**15:00 - 15:45**

**Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University, USA**

What actually happens when a computer network is attacked? With the large investment that libraries have in electronic resources, it is important that librarians understand the threats, vulnerabilities, and legal issues related to computer hacking and network attacks. In this session, Frank Cervone shows how to keep up with these dynamic vulnerabilities and how to protect your library’s resources. Learn what a “computer hack” is, how to evaluate the various types of software and hardware that provide protection, and how to identify sources of potential exposure and develop a plan to close those exposures.

### Coffee Break

**15:45 - 16:15**

### Wireless Devices in Libraries

**16:15 - 17:00**

**Mary Peterson, Deputy Librarian, Royal Adelaide Hospital, Institute of Medical & Veterinary Science, Australia**

Do PDAs belong in libraries? Can you envision reference librarians roaming the stacks or reference room equipped with headsets and hand-held devices that enable them to access the library catalogue or the Internet to answer on-the-
spot reference questions? Integrating library resources into a hand-held information environment opens endless possibilities and presents many technical challenges. Hear how one Australian library is adapting and embracing wireless applications. Learn how to evaluate the types of PDAs that are available and discover what information sources might be appropriate for them.

**INTRANETS & PORTALS TRACK B**

This one-day track focuses on strategies and case studies of librarians who are responsible for creating usable intranets and portals within their organisations. Organising and managing internal and external content are critical functions today. Experts in this track discuss the features, functionality, software selection, and tools for intranet builders. Moderated by Darlene Fichter, University of Saskatchewan, Canada

**Intranets & Portals: Managing the Expectations**

**10:30 - 11:30**

**Martin White,** Managing Director, Intranet Focus, Ltd., UK

“Our intranet doesn't meet business objectives, so we'll integrate it into a portal.” This session discusses whether the intranet-to-portal strategy makes sense—considering information content, information technology, and intranet/portal governance issues. Learn the strengths and weaknesses of current generation portal technology, and hear a perspective on future technology directions such as web services.

**Selecting a Content Management System**

**11:45 - 12:30**

**Chris Meaney,** Managing Director, Harvard Consultancy Services Ltd., UK

What should a content management system deliver to be useful and practical for libraries? This session examines issues such as appropriate operating platforms, levels of interoperability, cross-domain potential, the Web interface (from a functional as well as a sustainability perspective), appropriate support levels, and value. The tendering process will also be examined and backed up with relevant case studies. Delegates will learn what they need to match their information and service aspirations against the software marketplace. A carefully selected content management system will save a library time and money in the medium to long term.

**Intranet Showcase**

**14:00 - 14:45**

**Eileen Hume,** Knowsley Metropolitan Borough Council UK, and **Nicola Ball,** Kirkby Library, UK

**Jens Bang Petersen & Peter Jensen,** Gentofte Bibliotekerne, Denmark

See two intranets at work in libraries in this learn-by-example session. Eileen Hume and Nicola Ball show an innovative intranet site at the Knowsley schools. Their case study explores the methodology and the technical problems they encountered in creating a small-scale intranet. A second case study, Musikbibliotek.dk, is a site designed to include all the splendours and knowledge of the Danish music libraries. One part of the site is an ambitious intranet intended solely for librarians. The intranet is intended to be the primary tool for Danish music librarians in all aspects of their daily work, with guidelines for selecting material, reference, exchange of experiences, and knowledge management.

**The Role of the Information & Knowledge Audit in Corporate Intranet Design**

**15:00 - 15:45**

**Ann Hylton,** Kekma Ltd, UK

Most medium and large companies have in place or are building corporate intranets. This session describes the pivotal role of an information and knowledge audit in the planning and design of the corporate intranet. Without such an audit, an intranet cannot properly serve its function as a prime information and knowledge conduit, since it would lack evidence-based information and knowledge of the most appropriate content, format, and interface suitable for targeted end-users.

**Coffee Break**

**15:45 - 16:15**

**The Subject Portals Project: Features & Functionality**

**16:15 - 17:00**

**Richard Young,** University of Birmingham, UK, & **Malcolm Moffat,** Heriot-Watt University, Edinburgh, UK

**Francisco Pinto & Michael Fraser,** Humbul Humanities Hub, University of Oxford, UK

The Subject Portals Project (SPP) is developing services offering one-step, authenticated cross-searching of bibliographic databases. What additional functionality might higher education users want from portal services? Which services and functions are important to end-users? Are they interested in community-building tools? Based on a series of surveys, the JISC-funded Subject Portals Project presents findings about end-user wish lists of features and functionalities. Behind-the-scenes account management has a crucial role within the SPP since users have to be authenticated via multiple authentication mechanisms and scenarios that allow access for remote users. Learn how SPP has dealt with authenticating users, and take home some ideas about desirable portal features based on the surveys described by Richard Young and Malcolm Moffat.

**TLS EXHIBITION**

Don't forget your delegate badge gives you unlimited access to Total Library Solutions exhibition, taking place on Wednesday and Thursday only in Hall 10—right opposite the conference rooms.
Tomorrow’s world citizens must not just be literate, but “information-literate.” The need for information literacy—understanding how to find, analyse, and evaluate information, often on the Internet—crosses all geographic and economic boundaries. In this stimulating track, hear how today’s librarians and information professionals are accepting the challenge and implementing information literacy programmes around the world.

Moderated by Sheila Webber, University of Sheffield, UK

Information Literacy: Today and Tomorrow

10:30 – 11:30

Sheila Webber, University of Sheffield, UK

The field of teaching information literacy has been growing steadily, spreading to different parts of the world and to different education, business, and economic sectors. Initiatives in knowledge management, lifelong learning, and distance learning and a rapidly growing, information-savvy world population have stimulated demand. Sheila Webber launches this forward-thinking track with a snapshot of key developments and alternative viewpoints in the field.

Information Literacy Challenges & Opportunities

11:45 – 12:30

Margaret Markland, Centre for Research in Library and Information Management (CERLIM), Manchester Metropolitan University, UK
Diane Clark, Northern Alberta Institute of Technology, Canada

The rapid growth of electronic resources has increased the need for information literacy programmes and distance education programmes have added special demands. Developing online courses (and a virtual library) at a distance is even more complex. Training users in a cross-cultural environment and techniques for developing online courses require special sensitivity to cultural differences, according to Diane Clark’s experience in a collaborative project. Facing a different challenge, Margaret Markland describes how lecturers in UK colleges and universities are unilaterally selecting and presenting dynamic links to online information resources for their students. She discusses some of the difficulties and how library and information professionals can support the teaching community.

Lunch Break

12:30 – 14:00

Teaching the Internet

15:00 – 15:45

George Geddes, University of Strathclyde, UK
Karen Blakeman, RBA Information Services, UK
Andrew Madden, University of Sheffield, UK
Sheila Webber, University of Sheffield, UK

Teaching end-users how to search the Internet has become an important function for many librarians. What skills should be taught? At what level? Should you teach skills and strategies or how to use specific resources? Hands-on or using demos? The speakers in this two-part session explore and debate approaches on how to teach the Internet. Sheila Webber suggests that students have failed to “get it” from traditional ways of teaching in a university environment. Karen Blakeman teaches business and non-academic users, who need to acquire different skills and who also bring a different mind-set to their efforts to become information-literate. According to Andrew Madden’s experiences, teaching the Internet to younger schoolchildren requires yet another approach, and at the opposite end of the spectrum George Geddes has taught a 10-week, 30-hour, credit-bearing course on “Exploring the Internet” for adult learners. In this thought-provoking, interactive panel session, you’ll have the opportunity to add your own ideas to the discussion and come away with ideas that work for you.

Coffee Break

15:45 – 16:15

Teaching the Internet (continued)

16:15 – 17:00

About Birmingham and the National Exhibition Centre (NEC)

BIRMINGHAM

Billed as the UK’s second city, Birmingham offers some of the UK’s top tourist attractions. As well as a thriving business community, the region offers a range of fascinating museums, art galleries, gardens, historic castles and houses, zoos and parks and the city hosts the famous Jewellery Quarter, where hundreds of individual shops produce over one third of the UK’s jewellery.

Birmingham is close to Shakespeare’s birthplace, Stratford-upon-Avon, home of the world-renowned Royal Shakespeare theatre company, as well as 1000 year old Warwick Castle.

For further details of what’s on in Birmingham during your stay, visit the city’s official web site www.birmingham.org.uk/

THE NATIONAL EXHIBITION CENTRE

The National Exhibition Centre (NEC) is Europe’s busiest exhibition centre, hosting over 180 exhibitions each year. Up to 4,000,000 people visit the centre each year. With 20 halls totalling 190,000 square metres the NEC is also the biggest exhibition centre in Britain and seventh largest in Europe. The NEC has been voted best exhibition venue management for four years and is complemented by extensive conference facilities and award-winning catering including restaurants, cafes and bars.
All Preconference workshops take place at The Gallery Suite in Rooms 16, 17, and 18.

WebSearch Academy
10:00 - 17:00
FULL DAY
Moderator: Marydee Ojala, Editor, ONLINE, USA
Lecturers: Mary Ellen Bates, Bates Information Services, USA
Phil Mary, Independent Consultant & Author, USA
Ran Hock, Principal, Online Strategies, USA
Gary Price, Library Research and Internet Consulting, USA
Chris Sherman, Searchwise, Inc., USA

Join the experts in Web searching for a day-long session to learn the latest developments in search engine capabilities. Polish your skills and gain insights into the overall search process, with the added pleasure of being able to query these luminaries face to face. Our presenters literally wrote the books about Web searching. They are authors, searchers, and veterans of the online information environment. Familiar with different search systems, conversant with real-life search challenges, and willing to share their knowledge with others, the WebSearch Academy speakers are the best in the business. Participants should have basic experience with Web searching, but even those who have been searching the Internet for years will learn new insights, tricks, sources, and techniques to take back to the office.

Academy topics include:
• Search engine mechanics: how search engines really work
• Practical tips and tricks for Web searching
• Advanced decision points for choosing Web search engines
• Browsers, directories, engines, metasearches
• Power searching relevant to Internet librarians
• Ask the experts

The day will end with each lecturer describing a favourite site, source, or technique. Join us for a stimulating day with these world-renowned expert Web searchers.

Standards Primer for Digital Libraries
10:00 - 13:00
Darlene Fichter, Data Librarian, University of Saskatchewan, Canada
Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University, USA

This half-day workshop brings you up to speed with the new formats and terminology for digital library projects. It focuses on the practical applications of TEI, EAD, RDF, xHTML, Dublin Core, METS, MODS, and OAI. Find out what each standard is and isn’t and how each relates to the digital library environment. Learn about XML markup, DTDs, schemas, namespaces, and stylesheets. Find out how libraries are working together to build interoperable digital library collections. You will learn to recognise the names of different standards that are being used in the digital library environment and will understand the syntax and rules for encoding them. This workshop will enhance your understanding of the digital library environment and the challenges and opportunities for interoperability.

Online Library Instruction Using WebCT
14:00 - 17:00
Portia Diaz-Martin, Assistant Professor/Electronic Services Librarian, Indiana University of Pennsylvania, USA
Basil Martin, Assistant Professor & Coordinator of Bibliographic Instruction, Carlson Library, Clarion University, USA

Students are working and learning in a world that is increasingly saturated with information. The development of course management software such as WebCT has made virtual learning a reality. As instruction librarians, it is apparent that the academic success of students depends on the librarian’s approach to methods in teaching students and faculty how to access, navigate, and evaluate the sea of information available to them. This workshop will address issues in providing library instruction through WebCT and show demos for promoting virtual library resources and services to faculty and students.

Managing Web Development Projects
14:00 - 17:00
Darlene Fichter, Data Librarian, University of Saskatchewan, Canada
Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University, USA

Leading a project is a challenging task. Many of us do not have formal project management training and have picked up techniques wherever we could. This workshop discusses how to plan and carry out your project. Learn about the art and technique of setting clear project requirements, defining critical paths, selecting development methodology, leading diverse project teams, creating project documentation, and enabling reporting and communication.