



Internet

Librarian International 2001

The International Internet Conference and Exhibition
for Librarians and Information Managers

26-28 March 2001 • Olympia 2 • London, UK



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Welcome to the third annual *Internet Librarian International* — the *ONLY* international conference for information professionals who are using, developing, and embracing Internet, Intranet, and Web-based strategies in their roles as information navigators, Webmasters and Web managers, content evaluators, product developers, searchers, guides, and more. As the premier tools for information managers and librarians, Internet technologies are the focus of this conference. The conference provides an active forum for our excellent speakers to explore the exciting range of issues and challenges facing information professionals today and once again includes an extensive exhibition and access to the London Book Fair.

Associate Sponsor

We are delighted to have EBSCO Information Services on board as an Associate Sponsor for *Internet Librarian International 2001*. Ebsco Information Services (www.ebsco.com) provides integrated information management to libraries, corporations, and other organizations worldwide.

Location

All conference sessions take place in the Conference Centre of Olympia 2 on Level 3. The Exhibition takes place on Level 1. The free workshop presentation theatre is in the Exhibition Hall on Level 1. All other workshops before and after the main 3 day event take place at Novotel London West.

The Internet Lounge

Check your email and surf the Net at The Internet Lounge located in the Exhibition Hall Monday through Wednesday.

Exhibition Hall Free Workshops

Additional free programs highlighting the following topics: intranet toolkits, creating portals & vortals, evaluating and implementing library automation systems, e-learning, careers & job opportunities for 2001, and finding electronic resources. See page 19 for more details.

Global Broadcast

NEW!

From the Exhibition Hall Presentation Theatre, Tuesday 27 March, featuring live on-site speakers as well as internationally renown authors and speakers interacting and discussing future roles for Internet librarians, this first time event uses innovative technology to join attendees from all over the globe. See page 19 for more details.

Catering

Restaurant facilities are located on the Exhibition Floor on Level 1. Further restaurants are open in the Grand and National Halls where the London Book Fair takes place on 26 and 27 March.

All delegates, speakers, exhibitors and visitors are invited by Information Today for complimentary tea/coffee each morning at 11.00 – 11.30 on the Exhibition floor on Level 1.

London Book Fair

Visitors and delegates to *Internet Librarian International 2001* are entitled to visit the London Book Fair, taking place at next door's Olympia National and Grand Halls on Monday 26 and Tuesday 27 March. To qualify for entry, you must wear your *Internet Librarian International* badge. Please do not present *Internet Librarian International* tickets at the Book Fair entrance. There is an internal crossover point from *Internet Librarian International* located near stand 216 which leads directly to the Grand Hall Gallery. See the floor plan on page 26.

Reception

Information Today is delighted to invite all delegates, speakers, exhibitors and visitors to take part in a Reception that will be held on Monday 26 March at 16:45 in the Exhibition Hall. Please join us to celebrate the third year of this show.

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GENERAL CONFERENCE

MONDAY, 26 MARCH 2001

	Auditorium	Conference Room 1	Conference Room 2
	Track A INTRANETS	Track B TOOLS & SYSTEMS	Track C eRESOURCES
09:00 - 10:00	Auditorium Welcome & Keynote— For Whom the Gate Tolls? Refereed Research & the Desktop		
10:15 - 11:00	A101 Content Management for Intranets	B101 High-Speed, Wireless Network Access	C101 An E-Book Primer
11:30 - 12:30	A102 Tale of Two Hi Tech Online Services	B102 The Good, the Bad, and the Ugly	C102 Digitizing and Preserving Legacy Materials
14:00 - 14:45	A103 Intranet Librarians in Action	B103 Migrating an Online Service to WAP	C103 & C104 Reaching for the Ideal: Managing Electronic Journals
15:00 - 15:45	A104 Intranets and Corporate Portals	B104 & B105 Cataloging with the Cooperative Online Resource Catalog (CORC)	
16:00 - 16:45	A105 Information to Knowledge		C105 eResources and Web Sites for Specific Interests

TUESDAY, 27 MARCH 2001

	Auditorium	Conference Room 1	Conference Room 2
	Track A PORTALS	Track B WEB DESIGN	Track C CONTENT MANAGEMENT
09:00 - 10:00	Auditorium Keynote— The Hook Is R Technology: Relationships and Revenue		
10:15 - 11:00	A201 Academic Portals	B201 WWW: Writing for the Wired World	C201 Tools for Managing Content
11:30 - 12:30	A202 Enterprise Portals & Gateways	B202 Web Site Redesign & Usability	C202 Negotiating, Licensing & Digital Rights Management
14:00 - 14:45	A203 Technicalities of Running a Portal	B203 Beyond Design	C203 Applying Occam's Razor to Information Complexity
15:00 - 15:45	A204 Enterprise Knowledge Portals for Naval Personnel	B204 Webmasters' Roundtable	C204 Traditional Content Aggregators vs. Web-Based
16:00 - 16:45	A205 Portals, Vortals and Jortals	B205 A World Wide Web for Everyone	C205 Evaluating the New Sources of Info on China

GENERAL CONFERENCE

WEDNESDAY, 28 MARCH 2001

	Auditorium	Conference Room 1	Conference Room 2
	Track A KNOWLEDGE MANAGEMENT	Track B NAVIGATING THE NET	Track C eROLES & eLEARNING
09:00 - 10:00	Auditorium Keynote—New & Evolving Internet Technologies		
10:15 - 11:00	A301 From Info Architecture to Knowledge Architecture	B301 The Invisible Web	C301 The Net-Interactive Librarian
11:30 - 12:30	A302 Managing Knowledge Assets in a Daily Newspaper	B302 Search Engine Panel	C302 eRoles: What We Need to Know to Direct our Future
14:00 - 14:45	A303 Collaboration Tools for KM	B303 Top 10 Navigation Tips	C303 Smart Training on an Intranet
15:00 - 15:45	A304 Transition of the Corporate Library	B304 Virtual Reference: Feasible?	C304 & C305 Virtual Instruction, Teaching and Learning: How the Web Can Help
16:00 - 16:45	A305 The Libraries Stake in the Business Case for KM	B305 Accessibility	

WORKSHOPS

SUNDAY, 25 MARCH 2001

10:00 - 17:00

- 1 Emerging Internet Technologies for Information Professionals
- 2 Electronic Publishing: Principles & Practicalities
- 3 Revitalize Your Intranet

10:00 - 13:00

- 4 How to Design a Web Site
- 5 Advanced Web Searching

14:00 - 17:00

- 6 Designing Usable Library Sites
- 7 Beyond Yahoo! Beyond Google!

THURSDAY, 29 MARCH 2001

09:00 - 16:30

- 8 A Librarian's Primer on XML and other "ML's"

09:00 - 12:00

- 10 Intranet Taxonomies & Metadata
- 11 Technology for Building Client Relationships

- 12 Getting Down to Business

13:30 - 16:30

- 13 Negotiating Global Contracts
- 14 Publishing Web Magazines, e-Journals & Webzines

All workshops take place at the Novotel London West

All workshops take place at the Novotel London West

Workshop 1

Full Day

10:00 - 17:00

Emerging Internet Technologies for Information Professionals

Susan Hallam, Hallam Communications Ltd., England

Designed for information professionals who wish to update their knowledge of the impact of Internet technologies in the information world, this full-day workshop provides an overview of the latest technologies to impact on information professionals, and considers the implications for users and their organisations. Participants are provided with an objective review of the nature and extent of emerging technologies and a practical assessment of current trends in Internet technologies. Challenges facing the information professional that are addressed include:

Are these emerging technologies best suited for your technically literate early-adopters, or do you need to be preparing for the introduction of these technologies to your mainstream users?

How can your organisation use these information technologies for competitive advantage?

What are the technologies lurking just over the horizon?

What can you do to prepare your organisation for the widespread adoption of disruptive technologies?

Hallam, an independent electronic commerce consultant specialising in electronic commerce strategy and the business impact of emerging Internet technologies, uses a combination of lecture, discussion, demonstration and case studies. Participants will come away with a greater understanding of emerging technologies and be prepared to develop an action plan to deal with the likely impact on their information users.

Workshop 2

Full Day

10:00 - 17:00

Electronic Publishing: Principles & Practicalities

Stephen Abram, Micromedia Limited, IHS Group, Canada

Anne Foster, Lane Foster & Electronic Publishing Services Ltd, England

There's no doubt that the written word now finds itself in a whole host of new formats. This is complicated by an increasingly global market based on open standards. The opportunity is great but the complexities are huge. Publishers, governments, librarians, Webmasters, intranet managers and others find themselves inexorably on the path to managing multiple electronic publishing projects and businesses both large and small. This full-day workshop is led by instructors who have a vast international experience in creating dozens of successful Internet, Web, CDROM, online and electronic products and services. During the day, they explore the principles, complexities and practicalities of publishing in a digital world, provide a process to follow to ensure electronic publishing success in any format, and illustrate and share lessons learned from actual cases. They arm participants with the right questions to ask as their project proceeds and with increased confidence to adapt to these new challenges.

Workshop 3

Full Day

10:00 - 17:00

Revitalize Your Intranet: Content Management Strategies & Compelling Applications

Howard McQueen, CEO, McQueen Consulting, USA

This full-day course is for those who wish to explore content redesign options for bringing new life to a failing or underutilized Intranet. Focus will be on all aspects of Content Management, from author contribution to content personalization to portal interface delivery. Emphasis will be placed on managing metadata throughout the content lifecycle. XML will be discussed as it relates to the delivery of external news and integration with internal Intranet content. A case study will demonstrate

cutting-edge enterprise news filtering and delivery features. Intranet applications are not new, so why are so many not used? We'll show you examples of compelling applications that keep users coming back for more.

Workshop 4

10:00 - 13:00

How to Design a Web Site

Mary Peterson, Royal Adelaide Hospital, Australia

This half-day workshop focuses on the planning and setting up of a Web site, as well as how to do it step-by-step. Participants will learn how to choose what information is suitable for a Web site, plan a Web site outline by creating a site map, create a page layout/look, learn what makes a site easy to use, and receive lots of technical tips about building a site. This experienced instructor provides a solid, practical approach to designing a Web site and shares her wealth of knowledge and techniques.

Workshop 5

10:00 - 13:00

Advanced Web Searching

Greg Notess, Reference Librarian, Montana State University-Bozeman Library, USA

Explore the latest and greatest search capabilities of the largest Web search engines in this workshop presented by an experienced searcher and writer. As the Web grows, search engines mature, their databases change, and effective Internet searching becomes increasingly complex. To enable efficient information retrieval on the Web, this half-day workshop covers Web search strategies and compares the major Web search engines in terms of their databases and specifics on advanced search techniques. It includes what you need to know about Boolean, adjacency, and field searching, limits, customization, sorts, and other special features. The primary focus is on the largest Web search engines: Fast, Google, Inktomi partners, AltaVista, Lycos, and Northern Light, with lesser coverage of Excite, Go, and any new and upcoming search engines. In addition, it looks at the constraints of the search engines: inconsistent results, lack of overlap, and the significant hidden Web that they fail to uncover.

Sunday, 25 March 2001

All workshops take place at the Novotel London West

Workshop 6

14:00 - 17:00

Designing Usable Library Sites — Keep Your Eye on the Users

Darlene Fichter, *University of Saskatchewan Libraries, Canada*

Frank Cervone, *Director of the Office of Instructional Technology Development, DePaul University Libraries, USA*

Now that you've built it, does it work? How do you know? Building a successful library site is becoming a mission critical application as libraries' services and resources become digital. What design factors should you consider? Learn about various usability tests and techniques that will help you have a "user-focused" design. Practice some of the tests and take home some useful guidelines for your own project. Anyone who is charged with managing or designing a Web site will have an interest in the live demos, tests and guidelines.



Workshop 7

14:00 - 17:00

Beyond Yahoo! Beyond Google! Subject Specific Sites and Searches on the Net

Margot Williams, *Research Editor & Internet Trainer, The Washington Post*

Yahoo! was the genesis, the beginning of a noble attempt to organize the unruly Web. Years later, Yahoo! is still the beginning point for many Web users. This subject-oriented session by a super news searcher provides background and guidelines to evaluating resources in specific subject areas, and gives users of subject-specific resources some alternatives to Yahoo! and Google when looking for the most comprehensive and dependable sources of information on the Web.



Plenary Session

09:00 - 10:00

Auditorium

Keynote

For Whom the Gate Tolls? Refereed Research & the Desktop

Stevan Harnad, *Intelligence/Agents/Multimedia Group, Department of Electronics and Computer Science, University of Southampton, England*

All refereed journals will soon be available online; most already are. Access is available to anyone from any networked desk-top. The literature is interconnected by citation, author, and keyword/subject links, allowing for unheard-of power and ease of access and navigability. The self-correctiveness, interactivity and productivity of scholarly and scientific research and communication is being enhanced in remarkable new ways. New scientometric indicators of digital impact are emerging to chart the online course of knowledge. Our speaker discusses the last frontier — the impact-blocking financial fire-walls of Subscription/Site-License/ Pay-Per-View tolls for material that author/researchers have always donated for free with the sole goal of maximizing their impact on subsequent research. "Scholarly Skywriting" in this PostGutenberg Galaxy will be dramatically (and measurably) more interactive and productive, spawning its own new digital metrics of productivity and impact, allowing for an online "embryology of knowledge."

Auditorium

four years IRIS has moved from purely delivering information to incorporating user collaboration and sophisticated tools to manage the entire library collection and services online and enable seamless access to the library collection, external databases and the Internet directly from IRIS. The first speaker outlines why Telecom New Zealand moved from a paper-based library service to a total electronic service, how they deployed leading edge technologies to create a content-rich, user-friendly, dynamic virtual library on the desktop and user response to the transformation. The second speaker provides a case study of Agilent Technologies' Intelliport. She looks at another the strategies, user, experiences, challenges and learnings from this information service.

12:30 - 14:00

Lunch Break

Auditorium

Track A

INTRANET PROFESSIONAL'S INSTITUTE: INTRANETS

Co-sponsored with Information Today's *Intranet Professional* newsletter, this three day stream looks at the growing use of intranets and portals to underpin knowledge communities where librarians thrive. Day one focuses on the critical components as well as case studies of intranet professionals who co-ordinate intranet activities and provide key services to their communities.

Moderated by **Stephen Abram**, *VP Corporate Development, Micromedia Limited and IHS Canada*

A101

10:15-11:00

Content Management for Intranets

Howard McQueen, *CEO, McQueen Consulting, USA*

This session highlights the key strategies and tools for managing content so that it can be easily entered,

found, reused and displayed in innovative portal and dashboard interfaces. It covers such topics as information architecture, automated taxonomy development, content classification and content personalization. Attendees will also see a best-of-breed suite of intranet applications that are being referred to as "Intranet Killer Applications."

11:00 - 11:30

Coffee Break—In the Exhibition Hall

A102

11:30-12:30

Tale of Two Hi Tech Online Services

Sally Myles, *Telecom New Zealand, New Zealand*

When Telecom New Zealand's library service, known as Information Resources, launched its intranet service four years ago, it didn't just dip a toe in the water, it hurled itself into the deep end. Paper subscriptions and services were exchanged for full-text electronic content stored on a server and delivered to desktops company-wide via a web browser. The Information Resources Intranet Service (IRIS) was the first site on the Telecom New Zealand corporate intranet. It is now one of the most frequently used sites and an enterprise-wide leader in the deployment of web technologies. Over

A103

14:00 - 14:45

Intranet Librarians in Action

Barbara Holder, *Director, Forintek, Canada Corp. Western Division, Canada*

Mary Peterson, *Royal Adelaide Hospital, Australia*

If content is king, and stickiness keeps them coming back for more, then join us for a presentation of how several corporate intranet librarians identified, selected, and implemented intranet applications for their enterprises.

A104

15:00 - 15:45

Intranets and Corporate Portals

Martin White, *Managing Director, Intranet Focus Ltd, England*

This session, by a leading intranet consultant, reviews the lessons learned so far from intranet deployment in the corporate and public sectors, and looks at the issues that will be raised in the impending transition from current generation intranets to next generation corporate and enterprise portals.

Monday, 26 March 2001

Auditorium

A105

16:00 - 16:45

**Information to Knowledge:
Delivering Content to the
Corporate Intranet****Libby Trudell**, Vice President, Product Marketing, Dialog, USA**Mary McCall**, Director, Internal Communications, and **Karen Almeida**, Director, Integration, Factiva, a Dow Jones & Reuters Company, England

Research shows the increasing use of intranets for knowledge management initiatives has become a reality now rather than a management plan. Using case studies and working client applications, this session discusses how two content providers have tailored their content solutions and developed new toolkits to provide intranet-based delivery. It explores the role of the information professional in devising content for the enterprise, and how these content providers have worked with them to ensure that content becomes a linchpin of intranet and knowledge management strategies

Dinner Groups

Check the information board in the conference registration area for informal dinner groups. Sign up to network and have dinner close to Olympia with a group of fellow attendees.

Reception

16:45 - 18:15

Exhibition Hall

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Please join us to celebrate the third year of this show.

Conference Room 1

Track B**WEBWIZARDS'
SYMPOSIUM:
TOOLS & SYSTEMS**

This three day stream of programs is for Webmasters and managers as well as those on the WebWizard's learning track. As a conference-within-a-conference, the first day of the symposium focuses on some new and exciting tools being developed to support the frenetic pace of Web development and expand their application in Web communities. The afternoon focuses on new ways to look at cataloguing and the access to electronic resources.

Moderated by **Marshall Breeding**, Library Technology Officer, Vanderbilt University, USA

B101

10:15 - 11:00

**High-Speed, Wireless Network
Access to Library Resources****Joseph Warren**, Intersil, USA

Wireless networking is quickly becoming mainstream technology for enterprise networks mainly because of speed. Wireless network users can expect to achieve the same degree of service as those clients that are hard-wired to the network. Today's wireless networking products have finally come of age and this session discusses how they are now providing convenient access to mobile users, enabling the same valuable networking resources as those who are tethered to a wire. Speed, performance, worldwide accepted standards, ease of use, and security all combine to make wireless networking a welcome addition to any Library's network. Imagine that a patron walks into the library with his or her laptop computer. The patron requests a wireless network card that is distributed in the same manner that a book or video tape would be checked out. The patron sits down at a reference desk, inserts the card, turns on the computer, and has complete access to the library's electronic reference tools as well as the Internet. Reference materials can be saved directly onto their PC or imported directly into their research paper. Does it work? Come and hear!

Conference Room 1

11:00 - 11:30

Coffee Break —In the Exhibition Hall

B102

11:30 - 12:30

**The Good, the Bad, and the
Ugly: Multimedia Streaming
and Life in a Dangerous World****Ted Chrisfield**, La Trobe University, Australia**Marshall Breeding**, Vanderbilt University, USA

The first speaker outlines an approach to building multimedia database applications and support services in an Australian academic library. The presentation includes video on demand services for the health sciences, audio lectures online for law and legal studies, and the use of digital camcorders to capture research data in the field. Each application provides examples of how media streaming services can provide new tools for research and learning and suggests that such an approach could be developed into a working model for building sustainable quality online multimedia resources. New tools bring with them dangers and the second presentation discusses how developing effective strategies against Internet viruses, worms and other threats is critical. The speaker describes how the development of a multi-layer anti-virus approach is essential in today's environment and discusses ways to combat viruses at various levels, including the e-mail delivery, network transport, server, and workstation. Stay informed and prevent costly computer downtime in your library!

12:30 - 14:00

Lunch Break

B103

14:00 - 14:45

**Migrating an Online Service
to WAP — A Case Study****Lars Klasen**, Infodata, Sweden

In addition to providing a case study of wireless information in action, this session describes the importance of a common platform for the databases, the advantages of XML in such a migration, and provides a glimpse of the Swedish online market, including online services, databases and trends.

Conference Room 1

B104

15:00 - 15:45

Cataloging with the Cooperative Online Resource Catalog (CORC)**Sharon Bosarge**, OCLC, USA**Monica Cremer**, Nds. Staats-und Universitätsbibliothek, Germany**John MacColl**, University of Edinburgh, Scotland

The tools available to librarians to describe and provide access to the information that their patrons need have increased to include not only MARC, but Dublin Core, Text Encoding Initiative (TEI), Encoded Archival Description (EAD), and many more. New standards are being developed and old ones are being enriched as more resources become available via the Web. This session discusses some of these standards and the impact that they are having on cataloging and providing access to electronic resources. It provides two case studies by CORC users on how they have integrated CORC into their daily cataloging workflow. These cases focus on MARC cataloging with CORC and the use of Dublin Core. Two further case studies, presented by CORC users, focus on how they have integrated CORC into their public services through selection and basic description of electronic resources and the creation of pathfinders for patron use. Discover how CORC is helping librarians to cooperatively create a global database of shared pathfinders. Open interactive discussion is included.

B105

16:00 - 16:45

Continuation of B104

16:45 - 18:15

Reception

Conference Room 2

Track C

eRESOURCES

With so many of the information resources in electronic formats on the Internet, intranets, and in internal databases, the whole process of identifying, negotiating, licensing, deployment and management of information has reached a new level of complexity. This three day stream looks closely at eResources, managing content, and the roles and training necessary to succeed in the eWorld.

Moderated by **Margot Williams**, Research Editor and Internet Trainer, The Washington Post

C101

10:15 - 11:00

An E-Book Primer**Sarah Ormes**, UKOLN, England

Most librarians will have heard about e-books but very few will have a detailed understanding of what exactly they are, how they work and the impact they're likely to have on their library services. This presentation will provide a beginner's guide to e-books and highlight ways in which they will revolutionize many library services as we currently know them. The ways of accessing e-books, the developing models for integrating them into library services and possible future developments will all be explained. The focus of the presentation will be mainly on the impact of e-book development for public libraries although many of these lessons will be equally applicable to academic and special librarians. This presentation is aimed at librarians who wish to gain a basic understanding of e-books.

11:00 - 11:30

Coffee Break—In the Exhibition Hall

C102

11:30 - 12:30

Digitizing and Preserving Legacy Materials**Czeslaw Jan Grycz**, CEO and Publisher, Octavo, USA**Annette Siegenthaler**, Deutsche Bibliothek, Germany

What does it take to quickly locate, pinpoint, capture, and transfer

Conference Room 2

electronic content? To start with it has to be in digital form and much of the world's resources are not currently in electronic form. This session discusses digital imaging and preservation, making high-resolution state-of-the-art digital images of rare books, manuscripts and other materials. It looks at high-end digital publishing, where visualization and navigation are as important as content, and illustrates with examples of digitized materials from the Rare Book Room of the Library of Congress, the Folger Shakespeare Library, the Bridwell, and other British libraries. It also discusses the challenges, including collaboration, metadata, and the management of an image tank, as well as the technical nuances. Also discussed is how Die Deutsche Bibliothek started developing processes for long-term preservation of electronic publications such as electronic newspapers, electronic books and Web sites. In cooperation with German publishing companies the preservation of "real" electronic publications of this kind is being tested with the goal being the implementation of an automatic process for registering and collecting electronic publications online and the provision of access to library users.

12:30 - 14:00

Lunch Break

C103

14:00 - 14:45

Reaching for the Ideal: Managing Electronic Journals**Andrew Cox**, LITC, South Bank University, England**Stefaan Renard**, Vrije Universiteit Brussel, Belgium**Paul Nieuwenhuysen**, VUB, Universiteitsbibliotheek, Belgium**Jolanta Wrobel**, Oddzial Informacji Biezacej, BG i OINT, Politechniki Wroclawskiej, Poland**Anna Komperda**, Oddzial Informacji Biezacej, BG i OINT, Politechniki Wroclawskiej, Poland

This session begins with a discussion of the ideal — what libraries want for their users from electronic journals — easy access: reliability, speed, simple sign on; login from anywhere; appropriate formats; critical mass — core titles or many titles?; linking and interconnection; powerful searching and good browsing; customization and

Monday, 26 March 2001

Conference Room 2

personalization; management tools; statistics for usage and performance indicators; value for money; easy and safety in licensing; full rights; good support/training of trainers; and long-term security. It compares this ideal to the current situation, looks at what librarians are doing to try and manage e-journals, and considers where future solutions may come — the publishing world, UK national initiatives, projects (Pride, Candle). The session also includes a case study of one library facing the challenge of providing adequate access to heterogeneous information sources: traditional paper collections as well as digital collections. The hybrid library tries to bring both worlds (print and digital) tighter together. The solution described integrates electronic journals in the library information system through an electronic table of contents database.

Conference Room 2

The Vubis catalogue named Article Database (ADB) is a local implementation of SwetScan, that contains the table of contents of the most important international scholarly journals. The database is updated daily via Swets Blackwell by FTP. The session ends with a presentation on the Electronic Information Bulletin for Librarians — a Polish service created by an informal group of librarians and distributed free of charge and without restrictions via the Internet.

C104

15:00 - 15:45

Continuation of C103

Conference Room 2

C105

16:00 - 16:45

eResources and Web Sites for Specific Interests

Michel Andrieu, *OECD, France*

Roddy MacLeod, *Heriott-Watt University, Scotland*

The first speaker describes the development of the OECD Future Studies Information Base, which is a major input to the future-oriented policy development work done within the OECD International Futures Programme. The database is currently distributed on CD-ROM, though a Web version has been developed with the objective of migrating the database to the Web. The second presentation, led by the editor of the Internet Resources Newsletter, discusses internet resources in engineering, with specific reference to EEVL, the RDN, the DNER and more.



Reception

16:45 - 18:15

Exhibition Hall

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Plenary Session

09:00 - 10:00

Auditorium

Keynote

The Hook Is R Technology: Relationships and Revenue**Steve Arnold**, *President, Arnold Information Technologies, USA*

Web applications have evolved in an exciting new direction. Last year, the buzz hummed around portals. Personalisation technology spawned portable portals, allowing a user to create a view of information and functions accessible from any Web browser. Yahoo! unveiled a radical new service in the spring of 2000. FinanceVision combines streaming audio and video, simultaneous information updates pertinent to the video one watches, simultaneous access to non-Yahoo! served Web pages, Yahoo!'s instant messaging, and real-time updates to My Yahoo! pages. In short, Yahoo! offers a blend of community, real-time transactions, rich media, and traditional Web functioning in one display. I call the amalgam of these various technologies into one high impact, personalized communication and application environment "R Technologies." The "R" stands for "relationships," which are the key to "revenue."

Come hear Arnold's current R Technology examples and his predictions for information professionals as they foster relationships with their clients.

Auditorium

A202

11:30 - 12:30

Enterprise Portals & Gateways: Supporting Virtual Communities**Lesley Moyo**, *The Pennsylvania State University, USA*

This session discusses the Gateway Library at Penn State University which is geared to service patrons who come into the library both through the physical doorway and the electronic doorway. Virtual reference uses popular chat-room technology to offer real-time reference. Many PSU undergraduates at remote locations are using this informal online environment to connect with librarians and get assistance/advice in accessing information as well as other library resources to support their academic work. The service is geared to create and support virtual communities. The presentation focuses on the concepts, technology, services, experiences, and future possibilities of real-time reference.

Auditorium

Track A

INTRANET PROFESSIONAL'S INSTITUTE: PORTALS

Portals are critical bridges between first-generation intranets based on publishing and information management and the second-generation intranets that allow organisations to manage and maximize their knowledge assets. By leveraging the single, unified browser interface, organisations of all sizes can bring order to the chaos of their information sources, Web pages, and applications. Portals, or doorways and gateways to the right information for your community, are the key topic for the second day of the *Intranet Professional's Institute*. Join us for lots of case studies as well as tips and strategies.

A201

10:15 - 11:00

Academic Portals: Mapping Content, People and Purpose**Marshall Breeding**, *Library Technology Officer, Vanderbilt University, USA*

Electronic dissemination and virtual community are key services using Web and Internet technologies today. This session looks at the evolution of Web services into academic portals that reach faculty, students and other stakeholders, including interested groups and communities outside the university. The role of "enterprise portals" in university settings is explored and assessed, along with different content strategies. The session focuses on both the nuts and bolts of growing library-based portal solutions and the political strategies that help librarians step into leadership roles as they face successive waves of technological change.

11:00 - 11:30

Coffee Break—*In the Exhibition Hall*

12:30 - 14:00

Lunch Break

A203

14:00 - 14:45

Technicalities of Running a Portal**William Hann**, *Free Pint, England*

In managing and running an online portal it is possible to do much of the groundwork without purchasing a packaged portal solution. Also, users expect to see certain elements in current portals, including personalization, eCommerce and content management. Our speaker talks about how Free Pint has developed and built their online portal and community through low cost database solutions and server software. He discusses how content partnerships have been enhanced through credit card processing and the importance of supplementing the advertising and sponsorship model in this way.

Tuesday, 27 March 2001

Auditorium

A204

15:00 - 15:45

Enterprise Knowledge Portals for Naval Personnel: Challenges in Sustainability**Maxine H. Reneker**, *Naval Postgraduate School, USA***Joan L. Buntzen**, *Office of Department of the Navy, USA*

This session discusses two projects in the U.S. Department of the Navy to develop enterprise portals, the Next Generation Library, and the Naval Postgraduate School Knowledge Portal. Both portals are built on the Autonomy Portal-in-a-Box software. The presenters will discuss challenges of integrating added capabilities in the Department's new global Intranet and also in the NPS Library's array of electronic resources and services. A description of the configuration of these new portal applications is provided. The focus of the Next Generation Library (NGL) is to serve as a research and reference point of access; the focus of the Naval Postgraduate School Knowledge Portal (NPS KP) is to increase shared access to internal School information resources and integrate some key external, licensed resources. An important function of the NPS KP is enhancing the capability to link defense-related research needs to the capabilities and expertise of the School's students and faculty. The challenge of nesting these applications within the multiplicity of end user search options is of primary concern in the design of these systems.

EXHIBITION HOURS

Monday 26 March

10:00 - 17:30

Tuesday 27 March

10:00 - 17:30

Wednesday 28 March

10:00 - 16:00

Auditorium

A205

16:00 - 16:45

Portals, Vortals and Jortals**Ciaran Morton**, *President - Europe, Middle East, Africa and Asia Pacific, Dialog, England*

With the explosion of the portal market and many players rushing into this space, sites of varying quality are emerging, offering content, community and commerce in various guises. The community element, however, is frequently overlooked. The new breed of information users is demanding more tailored tools to meet their information requirements. Portals that offer something for everyone aren't enough anymore. In this presentation, Morton poses the question of whether portal creators are segmenting their markets effectively and introduces a new concept for distributing targeted information — Jortals. Topics covered include: vortals, vertical portals, and how they are struggling to create real communities around their content and services; the new breed of user — should we be feeding their hunger for tailored information; jortals, job focussed information portals. A routemap is presented for matching content to users so that everyone can become a portal builder.

Conference Room 1

Track B

WEBWIZARDS' SYMPOSIUM: WEB DESIGN & MANAGEMENT

The second day of the symposium focuses on two critical components — interface and content. It discusses writing, designing and redesigning for the Web as well as testing the usability of those designs.

B201

10:15 - 11:00

WWW: Writing for the Wired World**Darlene Fichter**, *University of Saskatchewan Libraries, Canada*

This session discusses why the Web changes the way you should write, suggests some proven techniques that work when communicating on the Web, and looks at the implications for content architecture, information design and communication strategy. Filled with examples, tips and tricks, this session is a must for Web writers!

11:00 - 11:30

Coffee Break—In the Exhibition Hall

B202

11:30 - 12:30

Web Site Redesign & Usability**Darlene Fichter**, *University of Saskatchewan Libraries, Canada***Frank Cervone**, *Director of the Office of Instructional Technology Development, DePaul University Libraries, USA*

Two key topics for Webmasters are addressed in this double session. The redesign discussion includes such topics as best practises and lessons learned; moving from static to dynamic; best tools to consider; and best ways to handle collaborative authoring and maintenance. The usability discussion focuses on the 10 most common mistakes and how to avoid them and the 10 best practises and how to incorporate them into your site.

Conference Room 1

12:30 - 14:00
Lunch Break

B203

14:00 - 14:45
**Beyond Design:
Advertising on Your Web Site**

Brian Kelly, UKOLN, England

Your Web site has been up and running for some time. You'd like to add more features on the Web site, but you have to generate additional funding in order to do so. This talk reviews approaches to hosting advertisements on Web sites and other forms of Web-based income generation techniques such as affiliate programmes. It covers the problems faced by public-sector organisations in introducing such income-generation services and attempts to answer the question, "Is Web advertising acceptable on public-sector Web sites in today's political climate?" Primarily aimed at members of public sector organisations (such as universities, public libraries, local and central government, charities, etc) who wish to generate income by advertising on their Web site, it delves into the issues involved and the approaches which can be taken.

B204

15:00 - 15:45
Webmasters' Roundtable

Greg Notess, Montana State University-Bozeman Library, USA

Brian Kelly, UKOLN, England

Mary Peterson, Royal Adelaide Hospital, Australia

Looking for hot tips, cool solutions, and exciting new ways to deal with Web design, usability? Designers of library Web sites share their experiences and knowledge in this discussion of key components of successful Web sites. This lively panel of experts touches on a range of topics with specific emphasis on the lessons they have learned from designing, managing and maintaining Web sites.

Conference Room 1

B205

16:00 - 16:45
**A World Wide Web for
Everyone: Creating
Accessible Web Sites for
Persons with Disabilities**

Erica Lilly, Kent State University, USA

Approximately 20% of the general population of the United States and at least 10% of the population of Europe live with some level of disability. While the Internet and World Wide Web represent an open and growing environment filled with information and services for nearly everyone, unintentional barriers in the design of Web sites may serve to prevent equal access by persons with disabilities. The principles of Universal Accessibility when applied in the Web environment allow Web developers to enjoy a maximum audience with a minimum of Web page maintenance effort, because one thoughtful and well-designed site may be accessed by everyone. This session describes obstacles to Web access caused by specific disabilities, as well as ways for Web page creators to implement the WAI guidelines as they design and create Web sites that address and overcome those barriers. It also provides a selective guide to resources for testing Web page accessibility and learning more about accessible Web page design.

EXHIBITION HOURS

Monday 26 March

10:00 - 17:30

Tuesday 27 March

10:00 - 17:30

Wednesday 28 March

10:00 - 16:00

Conference Room 2

Track C

eRESOURCES: CONTENT MANAGEMENT

Take the opportunity to spend the day listening, discussing and learning the strategies and tactics underway for managing content in this second day of the eResources stream. Topics range from content technologies and tools, and negotiating and licensing, to XML and new ways to deliver content.

Moderated by **Stephen Abram**, VP Corporate Development, Micromedia Limited and IHS Canada

C201

10:15 - 11:00
Tools for Managing Content

Stephen Arnold, President, Arnold Information Technologies, USA

Content management has become a key issue with the constant and diverse streams of information being pumped out these days. The three drivers most important to the content management process include: the constant updating by different people from different locations and keeping the approvals and changes synchronized; the exploding demand for rich media, including audio, video, and dimension-simulating functions within dynamic content; and the usage tracking for copyright and security purposes. What tools are available to assist? Hear this veteran of the information industry as he focuses on the challenges for content management as well as technology components and software solutions.

11:00 - 11:30

Coffee Break—In the Exhibition Hall

C202

11:30 - 12:30
**Negotiating, Licensing &
Digital Rights Management**

Anne Foster, Director, Lane Foster Ltd., England

This panel looks at the key strategies for acquiring and protecting content from both the user and provider perspectives. Panelists share their knowledge, experiences, and advice.

Tuesday, 27 March 2001

Conference Room 2

12:30 - 14:00
Lunch Break

C203

14:00 - 14:45

Applying Occam's Razor to Information Complexity**Susanna Davidsen**, Senior Manager, ProQuest, & Adjunct Faculty, University of Michigan School of Information, USA

Libraries are currently facing access issues of enormous complexity. Delivering information to patrons via OPACS, full-text online services, the World Wide Web, e-publishers, and the traditional bricks-and-mortar collections has made providing consistent and reliable access to information a task that eats away at our time and economic resources. While large academic and research libraries must provide multiple avenues of access, other libraries can explore ways to apply Occam's Razor to this issue of complexity. This session explores various ways to simplify access and delivery of content to library patrons with an emphasis on public libraries and small to medium-sized academic institutions.

C204

15:00 - 15:45

Traditional Content Aggregators vs. Web-Based Aggregators: Changing Content on the Web**Susan Funke**, Information Consultant and Instructional Designer, USA

Web-based content aggregators are shaking up the eContent industry globally with their content offerings, business models and technology and are forcing the traditional content providers to adjust and compete in new and challenging ways. This session looks at who the players are; how both the Web-based and traditional aggregators are competing in the intranet, extranet, enterprise portal and internet markets; and the issues that are emerging such as copyright, data integrity, new content formats such as rich media and wireless, and the growing use of XML for content delivery.

Conference Room 2

C205

16:00 - 16:45

Evaluating the New Sources of Information on China**Paul French** and **Matthew Crabbe**, Access Asia Ltd, England

This session includes details of the development of the Internet in China in terms of both a commercial tool with Web sites operating as business information portals as well as the growing level of government and government-related data, news and information available on the Web in China. It aims to provide guidelines to users so they are better able to rank and evaluate the quality and locate it as well as the pitfalls of working with data in a highly regulated country such as the PRC. It also discusses the activities of information professionals in China who are establishing new sources of information and building contacts with colleagues abroad.

EXHIBITION HALL
PRESENTATION
THEATRE

Topics:

- Intranet Toolkits
- Portals & Vortals
- Library Automation Systems
- E-Learning
- Careers & Jobs for 2001
- Electronic Resources
- Future Roles

Details, page 19

Plenary Session

09:00 - 10:00

Auditorium

Keynote

New & Evolving Internet Technologies: Search Engines

Danny Sullivan, *Calafia Consulting & creator of Search Engine Watch, England*

This session by one of the world's leading authorities and Internet pioneers examines changes to major web wide searching tools over the past year. He touches on search engine size developments, use of human beings, use of off-the-page criteria such as link analysis, the new monetization trends: paid links, paid inclusion, etc., attempts to improve search refinement, and more. He also discusses the implications of the evolving changes for Internet librarians.

Auditorium

Track A

INTRANET PROFESSIONAL'S INSTITUTE: KNOWLEDGE MANAGEMENT

Managing an organisation's knowledge assets is one of the key challenges today but when it's done well, the organisation thrives. Information professionals and Internet librarians have the skills to make this happen. The track showcases several organisations and their strategies for sharing knowledge for success. Intranets are one of the core components to their strategies.

A301

10:15 - 11:00

From Information Architecture to Knowledge Architecture

Tom Reamy, *Director, Information Architect, Charles Schwab & Co., Inc., USA*

Knowledge Architecture, based on a solid information architecture, is primarily concerned with adding context to information. These contexts include locating information within an intellectual context, a personal context, and an interpersonal context. The intellectual context is largely based on traditional information architecture and uses hierarchical, relational, and functional taxonomies. However,

locating information within all three contexts requires a careful blending of informational and personal taxonomies. In addition, a knowledge architecture requires that these taxonomies must be more dynamic than traditional information architecture requires. Personal context creates the necessary infrastructure for intelligent personalisation. While personalisation is enjoying a considerable press, actual implementations often leave users wondering what the hype is all about. The reason is usually to be found in a poor knowledge architecture that either overwhelms the user with total freedom or restricts their choices to largely cosmetic variations. A good knowledge architecture integrates a well-thought-out characterisation of content (information architecture) with a well-thought-out (and more dynamic) characterisation of users and tasks (knowledge architecture). Finally, interpersonal context provides the infrastructure for the creation and maintenance of virtual communities. These communities can range from traditional online asynchronous discussion groups to project collaborations to real-time video and audio conferencing to ad hoc, create-on-the-fly virtual water cooler meetings. The underlying knowledge architecture must support all these avenues with particular emphasis on capturing the tacit knowledge expressed within these virtual communities.

11:00 - 11:30

Coffee Break—In the Exhibition Hall

Auditorium

A302

11:30 - 12:30

Managing Knowledge Assets in a Daily Newspaper

Margot Williams, *The Washington Post, USA*

Linda D. Cameron, *The Gleaner Company Limited, West Indies*

This session reviews the proliferation of worldwide news media sites and new Web-only news services, including specialized news search engines and online archives. It discusses how they are used in managing and enhancing knowledge assets in a daily newspaper. In addition it provides a case study of the use of several methodological and technological means of preserving and protecting materials, some of which are a century old, and of providing the historical record/information to in-house clients (Editorial and Advertising personnel) and external customers. Other topics discussed include the ability to "capture" microfilm images, including full pages online, and send them as e-mail attachments wherever they are needed, new archiving technology that allows the electronic capture in portable document format (PDF) of stories, as is currently done, and also full pages and ads.

12:30 - 14:00

Lunch Break

A303

14:00 - 14:45

Collaboration Tools for KM

Stephen Abram, *VP, Micromedia Limited, IHS Group, Canada*

Knowledge management strategies are fundamentally underpinned by such activities as storytelling, collaboration, rich interaction and innovation. This session reviews the types of technologies used to support these activities, provides real world examples of their use in KM, and suggests some software solutions to have a look at.

Wednesday, 28 March 2001

Auditorium

A304

15:00 - 15:45

Transition of the Corporate Library: A Future Perspective

Daan Boom, KPMG, The Netherlands

This session describes a corporate library on its journey to 2004. It looks at the following concepts and transition models: moving from corporate to network, from expert to tutor, from supply-driven to demand-driven, from paper to desktop and from knowledge to information. Using specific examples this future-focussed discussion will be thought-provoking and exciting.

A305

16:00 - 16:45

The Libraries Stake in the Business Case for Knowledge Management

Boyd Hendriks, Knowledge Management Practice Leader, Cap Gemini Ernst & Young, The Netherlands

This session looks at the experiences, challenges, and roles to lead knowledge vision and strategy development as well as knowledge management related quality design projects at several Dutch ministries and research institutes as well as two major universities. In all cases the library and its potential to play an important role in knowledge management is one of the key issues.

EXHIBITION HOURS

Monday 26 March

10:00 - 17:30

Tuesday 27 March

10:00 - 17:30

Wednesday 28 March

10:00 - 16:00

Conference Room 1

Track B

WEBWIZARDS' SYMPOSIUM: NAVIGATING THE NET

Can you and the people you train make the Web provide the information you need efficiently and effectively? The searching and finding experience is at the core of navigating the Net and today's programs focus on search engines and finding the content you need.

B301

10:15 - 11:00

The Invisible Web

Gary D. Price, George Washington University, USA

Chris Sherman, President, Searchwise, USA

What happens to Web searching when general Web search engines like Alta-Vista or Google cannot reach hidden material, e.g., material in a database that cannot be "crawled" by the "general" search spider? Searchers find themselves frustrated or, worse, don't even know what they've missed. This session will present an overview of the problems that create what some call the Invisible Web and how to get around them.

11:00 - 11:30

Coffee Break—In the Exhibition Hall

B302

11:30 - 12:30

Search Engine Panel

Steve Arnold, AIT Technologies, USA

Greg Notess, Montana State University-Bozeman Library, USA

Danny Sullivan, Calafia Consulting & Search Engine Watch, England

This session provides an interactive look at search tools from several different perspectives. Hear what the experts consider new and exciting, what engines they wouldn't be without, and more!

12:30 - 14:00

Lunch Break

Conference Room 1

B303

14:00 - 14:45

Top 10 Navigation Tips

Mary Ellen Bates, Bates Information Service, USA

Come and hear the top 10 tips for finding reliable, high quality information from one of the world's top researchers. A must for anyone who wants to improve their search techniques and research skills.

B304

15:00 - 15:45

Virtual Reference: Feasible?

Steve Coffman, Product Development Manager, LSSI/Library Systems and Services LLC, USA

This session focuses on the key concepts and challenges of providing a reference service virtually. It provides examples and tours of existing services, discusses necessary technologies, and looks at further possibilities for the Internet librarians of the future.

B305

16:00 - 16:45

Accessibility: Two Perspectives

Leif Andresen, Danish National Library Authority, Denmark

Elizabeth D. Liddy, Syracuse University, USA

Andresen looks at how Denmark is providing every citizen with an equal opportunity for searching, finding and gaining access to information in the Danish National Library's shared catalogue of holdings. The system is the basis for a new service: direct access for the end-user and the ability to send requests and receive materials at the library of choice. The request is sent by e-mail (human-readable or machine-readable), a Web-based database of requests or in the near future by Z39.50. The session touches on the development of the user interface and user tests. The second speaker looks at how to make grey literature more accessible. Although grey literature can now be posted to public sites making it available to many more users, search engines are now allowing people to find it. This session looks at a new Natural Language Processing based search engine and how it is working on Public Health materials.

Conference Room 2

Track C

eROLES & eLEARNING

In the fast changing world of eResources, roles for information professionals are rapidly transforming and expanding while new career paths are appearing. The need for knowledgeable information professionals and information-literate users has never been stronger. Hear from information professionals on the front lines of this exciting new world as they talk about roles and learning in the eWorld.

Moderated by **Jana Bradley**,
Syracuse University, USA

C301

10:15 - 11:00

The Net-Interactive Librarian

Doris Birch Friis, *Librarian, Silkeborg Library, Denmark*

The presentation looks at recent development projects within IT at Silkeborg Public Library, Denmark. It focuses on the roles, competencies and relationships involved in two projects: "Netnavigator" and "Librarian at Your Service." "Netnavigator" is an online-service with possibilities of direct contact via video, screen-sharing, microphone, chat and mail. "Librarian at Your Service" is a cooperation between three different public libraries, servicing people from all over the country outside normal opening hours. The project evaluates new means of cooperation and distance-working.

11:00 - 11:30

Coffee Break—*In the Exhibition Hall*

C302

11:30 - 12:30

eRoles: What We Need to Know to Direct Our Future

Darlene Fichter, *Northern Lights Internet Solutions, Canada*

Jane Dysart, *Dysart & Jones Associates, Canada*

Paul Saffo, noted futurist, says that we're in a period of massive change in which nothing makes sense and won't make sense for 2 or 3 more decades. *The Cluetrain Manifesto*, a best-seller in

Conference Room 2

the IT world, attempts to make some sense of shifts occurring in technologies, businesses and organizations. The speakers look at what these shifts are — and are not going to be — and how we can and must make sense of them to be "clued in" to the forces shaping our roles and the world in which we'll be working.

12:30 - 14:00

Lunch Break

C303

14:00 - 14:45

Smart Training on an Intranet: Practical Knowledge Management

Tom Reamy, *Director — Information Architect, Charles Schwab & Co., Inc., USA*

Corporate intranets are a fertile environment for both knowledge management and training. However, they can be an even richer environment for the collaboration of knowledge management with the training community. This collaboration can lead to the creation of a learning intranet that is based on smart training — making content smarter about us (and how that makes the process of making us smarter about content better, easier, and even cheaper). Making content smarter means learning about a student's cognitive style and adapting its presentation to fit the style. Or it could mean learning about the structural weaknesses of a student, such as their vocabulary or reasoning abilities, and suggesting additional course work. Smart Training also means moving away from even virtual classrooms and into the world of both Just-In-Time training and Just-For-You training. At Charles Schwab, there are a number of training initiatives underway that are adding intelligence to training and adding a training or learning component to all aspects of the intranet. The ultimate goal is to create a learning intranet that is used for traditional learning in virtual classrooms and an intranet that learns about you, what your skills are, what you do and how you do it.

Conference Room 2

C304

15:00 - 16:45

Virtual Instruction, Teaching and Learning: How the Web Can Help

Ian Henderson, *Institute for Research in Construction, Canada*

Christian Hasiewicz, *Bertelsmann, Germany*

Christine Dugdale, *University of the West of England, England*

This double session covers first the concepts of bibliographic instruction at the Institute for Research in Construction, National Research Council Canada. The introduction of a world-class Virtual Library, including top scientific databases, journals and electronic current awareness tools, offer IRC's engineers end-user access to a variety of bibliographic and full-text information through a combination of 1/2 day group training sessions and one-on-one technical support training. The presentation introduces NRC's Virtual Library, the challenges of manual writing for online sources, client diversity and skill, results of the training and issues of subsequent technical support required after the session. The second speaker covers Bertelsmann's one-year-experience in being the "first mover" on the German market with a Web-based training course especially for Librarians, and also the developments the course had to undergo in design, concept, customer-orientation and so on. The final presentation looks at the conflicting opportunities and constraints in the development of university networks supporting teaching and learning. The speaker discusses the development of a networked learning support framework at one UK university from its inception to its preliminary conclusions.

C305

16:00 - 16:45

Continuation of C304

ALL WELCOME!!!

Announcing a series of **free** workshops for exhibition visitors. Taking place within the Internet Librarian International 2001 exhibition hall, and covering a wide range of topical contemporary issues for internet librarians and information users, these workshops are open to all and add value to your visit to Internet Librarian International 2001.

There is no need to register, simply pick the sessions of interest to you and arrive at the lecture theatre within the Internet Librarian International 2001 exhibition hall at the appropriate time.

These high-demand workshops are open on a first-come-first-served basis, so be sure to get there early!

Monday 26 March

- 11:15-12:00** **Creating Portals & Vortals: School Libraries Online**
Laurel A. (Anne) Clyde, Professor, The University of Iceland, Iceland
This session looks at creating portals and uses school libraries as an example. It focuses on content — finding it, creating it, persuading others to create it, commissioning it, evaluating it, and providing access to it through a portal or vertical portal. It also touches on the needs of users and designing portals to specifically meet their needs.
- 12:15 - 13:00** **CULTIVATE: UK Portal & Cultural Web Site**
Rosalind Johnson, Library Association European Adviser
Funded by The European Commission, the CULTIVATE web site is dedicated to the interests of UK libraries, museums and archives and provides the only portal for the UK cultural heritage sector. Join us for a tour of this site and an introduction to its wealth of information.
- 13:30-14:15** **Intranet Toolkits**
Stephen Abram, IHS Canada & Bonnie Burwell, Burwell Information Services, Canada
Intranet Professional newsletter brings you an informative presentation on Intranet Toolkits — tools for integrating external content into intranets. It provides information professionals with a snapshot of the current state of intranet toolkits — what they are, which one does what, and why we should even care. Pointers to exhibitors with toolkits and free copies of the newsletter will be included.
- 15:30-16:15** **Library Automation Systems: Evaluating & Implementing**
Marshall Breeding, Vanderbilt University, USA
This session, by the author of Library Technology Guides web site, provides an overview of the key criteria for evaluating library automation systems, a look at what ones are available for further investigation in the exhibition hall, and some tips for implementing a new system in your library.

Tuesday 27 March

- 11:15-12:00** **e-Learning: Current Darling of the Internet?**
Stephen Abram, VP Corporate Development, Micromedia Limited and IHS Canada, Canada
What is e-learning? Who is developing the courses? Is e-learning the same as distance education? What does an ideal Learning Management System (LMS) have? Where do research databases, information portals and libraries fit in? And finally, what are the technological and social trends that are driving these new developments? Come listen to this overview session on e-learning.
- 13:30-14:15** **Future Roles for Internet Librarians – a Global Broadcast**
Steve Coffman, LSSI, USA; David Raitt, European Space Agency, The Netherlands; Darlene Fichter, University of Saskatchewan, Canada; Mary Auckland, The London Institute, England; as well as many virtual participants from around the globe.
Join us for an exciting world-wide broadcast featuring live speakers and online participants. Using innovative new conferencing technology, Steve Coffman leads both local and global participants through our featured discussion regarding the roles of Internet librarians in the future. Learn about the technology and the processes as well as some of the key ideas from the world's leading thinkers and practitioners in the library and information fields.
- 15:30-16:15** **Careers for 2001: Job Opportunities**
Luisa Jefford, TFPL Ltd., England
A specialist in recruitment, Luisa Jefford highlights the hottest careers and jobs for information professionals. She describes the skills and competencies that are in demand, provides pathways for pursuing new opportunities, and shares key insights in getting the job you want!

Wednesday 28 March

- 11:15-12:00** **Intranet Toolkits**
Stephen Abram, IHS Canada & Bonnie Burwell, Burwell Information Services, Canada
Intranet Professional newsletter brings you an informative presentation on Intranet Toolkits — tools for integrating external content into intranets. It provides information professionals with a snapshot of the current state of intranet toolkits — what they are, which one does what, and why we should even care. Pointers to exhibitors with toolkits and free copies of the newsletter will be included.
- 13:30-14:15** **Finding Electronic Resources: Tools & Techniques**
Gary Price, Creator of Price's List of Lists & Direct Search, USA
Come hear the latest tools and techniques used by an expert to keep current with new Internet reference resources. The author of The Invisible Web shares the tools he uses to monitor the 'Net and to keep current as well as some tips for finding quality material.

All workshops take place at the Novotel London West

Workshop 8



09:00 - 16:30

A Librarian's Primer on XML and other "ML's": Coping with the New Acronym Jungle as a Librarian Content Manager

Darlene Fichter, University of Saskatchewan Libraries, Canada

Frank Cervone, Director of the Office of Instructional Technology Development, DePaul University Libraries, USA

Just when you have a good understanding of one type of document structure, along come some new ones. This primer brings you up to speed with the new formats and terminology and focuses on the practical applications of XML. This full-day workshop helps you: find out what XML is and isn't and how it relates to HTML and SGML; learn about XML markup, DTDs, schemas, namespaces, and stylesheets; understand the XML document life cycle including marking up the document, parsing the document, processing, and transformations; examine XML applications such as SMIL, RDF, CDF, RSS, and DDI and learn about the implications for libraries; choose your XML site building tools: XMLNotepad, XML Pro, MSXML etc.; cut through the hype about XML and find out how this new language will (or will not) help with document creation, storage and retrieval.

Workshop 10

09:00 - 12:00

Intranet Taxonomies & Metadata: Creating Them, Using Them

Marjorie Hlava, President, Access Innovations, Inc., USA

Putting content on the Internet with a flexible, effective and easy-to-use interface requires a strong metadata set and accompanying taxonomy or taxonomies. Metadata and taxonomies are the two major components that allow for quick, easy navigation and excellent search results, and when they are linked to well-formed data, create the basis of successful sites. Several standards are in the process of being set and many techniques have evolved to help achieve these goals. Learn

about the Dublin Core Metadata, the INDECS data dictionary, the EPICS project, the latest BISAC initiatives, the RDF from W3C, and other metadata projects that can be used in your own Internet or intranet development projects. Taxonomy management deals with the core concern of content developers and disseminators — how to quickly convey meaning of a record or document so that it can be found precisely and accurately. Ambiguity is the ever-present enemy of clarity. Thesaurus (taxonomy) design and control provide tools and techniques for disambiguation. The workshop will provide a comprehensive overview of what is happening in these key areas. As designers and developers of databases for over twenty years, presenters discuss techniques for building and managing vocabularies and metadata and define the various types of word control including rules for distinguishing among different word control formats.

Workshop 11

09:00 - 12:00

Technology for Building Client Relationships

Stephen Arnold, President, Arnold Information Technologies, USA

Our clients are awash in a sea of web-customization and peer-peer sharing technologies which are radically turning upside down the information industry content delivery model we were used to. Unless we prove that we are as savvy as our clients at deploying "relationship technologies" and desktop integration/personalization tools, and in using them for data mining, we are at risk of falling off the radar screen of those clients. This half-day workshop is aimed at information professionals, individuals wishing to stay ahead of the curve in terms of the "next cool technology" with potential to give an organization a competitive edge with its clients. It offers a detailed examination of new technologies focusing on relationships and developed for user loyalty sites, personalized e-commerce, special-interest portals, supply chains, etc.

Workshop 12

09:00 - 12:00

Getting Down To Business: How Super Searchers Find Business Information Online

Mary Ellen Bates, Bates Information Services, USA

This half-day workshop tackles the problems of finding reliable, highquality information on business and financial topics on the Net. Bates, the author of the recently published books, *Super Searchers Do Business* and *Mining for Gold on the Internet*, looks at issues related to conducting research online efficiently and cost effectively, validating sources, using Web only information resources, and staying updated on new business and finance information. The workshop provides practical, innovative ways of mining the Net for information; advice on how and when to encourage library clients to conduct their own business research; and tips on when to use the free or nearly-free Web sources and when to open up your wallet and use the big-ticket information sources. While the focus of this workshop is on the resources found exclusively on the Net, it also covers unusual or unique resources from the traditional online services. Attendees will leave the workshop with improved business research skills, ideas on new ways to drill for information, and a collection of links to the best business resources on the Web.

Workshop 13

13:30 - 16:30

Negotiating Global Contracts

Pamela Clark, Vice President/Assistant Director, American International Companies, England

Successful negotiation of global contracts demands a clear understanding of the brief, recognition of the business context and the ability to translate service requirements into specific deliverables. Information managers who have contract negotiation responsibility within their brief are finding it hard to develop the skill set necessary for this demanding task. Companies who operate in the global marketplace rightly want their business deals to reflect that global marketplace in price, content and

Thursday, 29 March 2001

All workshops take place at the Novotel London West

technology. The mobile, home-based or “hot-desking” executive demands that each working environment is as fully functioning as the office. Within the vendor side of the business local account teams are expected to respond on behalf of their global organisation but within a reward structure that often does not reflect that customer expectation. The industry itself is moving from vendor-specific boxes to “open” systems with a whole new set of business drivers. It is difficult to know how to price services in a networked environment. How do you deal with intellectual property issues? How do you buy/sell services that offer to manage the integration of internal and external information using the vendor’s software? How do you keep track of what is happening to the vendors: those who appeared to dominate the market have been selling off the family silver, while others have created industry monopolies by any other name. At this crucial stage in the information business it is sometimes difficult to identify the issues in contract negotiation, never mind know how to deal with them. This half-day workshop is for those who have to negotiate information services’ contracts from both the vendor and user side, including information managers, marketing and sales executives, finance and purchasing officers, who are working in both the real time market data and historic data arenas. It offers the opportunity to identify what is happening in the market place and provides some of the necessary management tools. At the end of this course, participants will be able to:

1. scope, draft and manage a contract;
2. identify and plan for budget and contract cycles, including product replacement timescales
3. explain the problem areas in contract negotiation such as rolling contracts and contract unbundling, and identify a range of potential solutions.

Topics covered include: global partnering with vendors, contract negotiation in the context of the current state of the information industry, managing internal divisions and external providers, contract management and processing, scoping the work, timeliness, roles and responsibilities, contract content, know what the user is buying and what the vendor is selling, what is the contract trying to achieve, what the user tells the vendor, and vice versa, who drafts the contract, timing, fitting into budget cycles, product replacement timescales,

fitting the contract cycle, where you get caught out, rolling contracts, financing the deal, technology, both the users’ and the vendors’, product bundling, terminations and cancellations.

Workshop 14

13:30 - 16:30

Publishing Web Magazines, e-Journals & Webzines

Brian Kelly, *UK Web Focus, a JISC-funded post based at UKOLN, England*

Marieke Napier, *Information Officer, UKOLN, England*

This half-day workshop is aimed at organisations and individuals who wish to produce their own Web magazine or e-Journal, either for inhouse use or for the general public, or who wish to further develop an existing one. It covers a number of issues associated with publishing Web magazines and e-Journals including:

- The role of A Web Magazine: what is a Web magazine? What is the difference between a Web magazine and an e-Journal? How do they differ from Web sites?
- The Business Case.
- The Publisher’s Perspective. What technologies and architectures can be used to provide a Web magazine? How can we evaluate the effectiveness of the publication?
- The Reader’s View. What features can we provide for the readers?
- The Author’s View. How can we support the authors and contributors?

The workshop consists of a mixture of presentations, demonstrations and group exercises.

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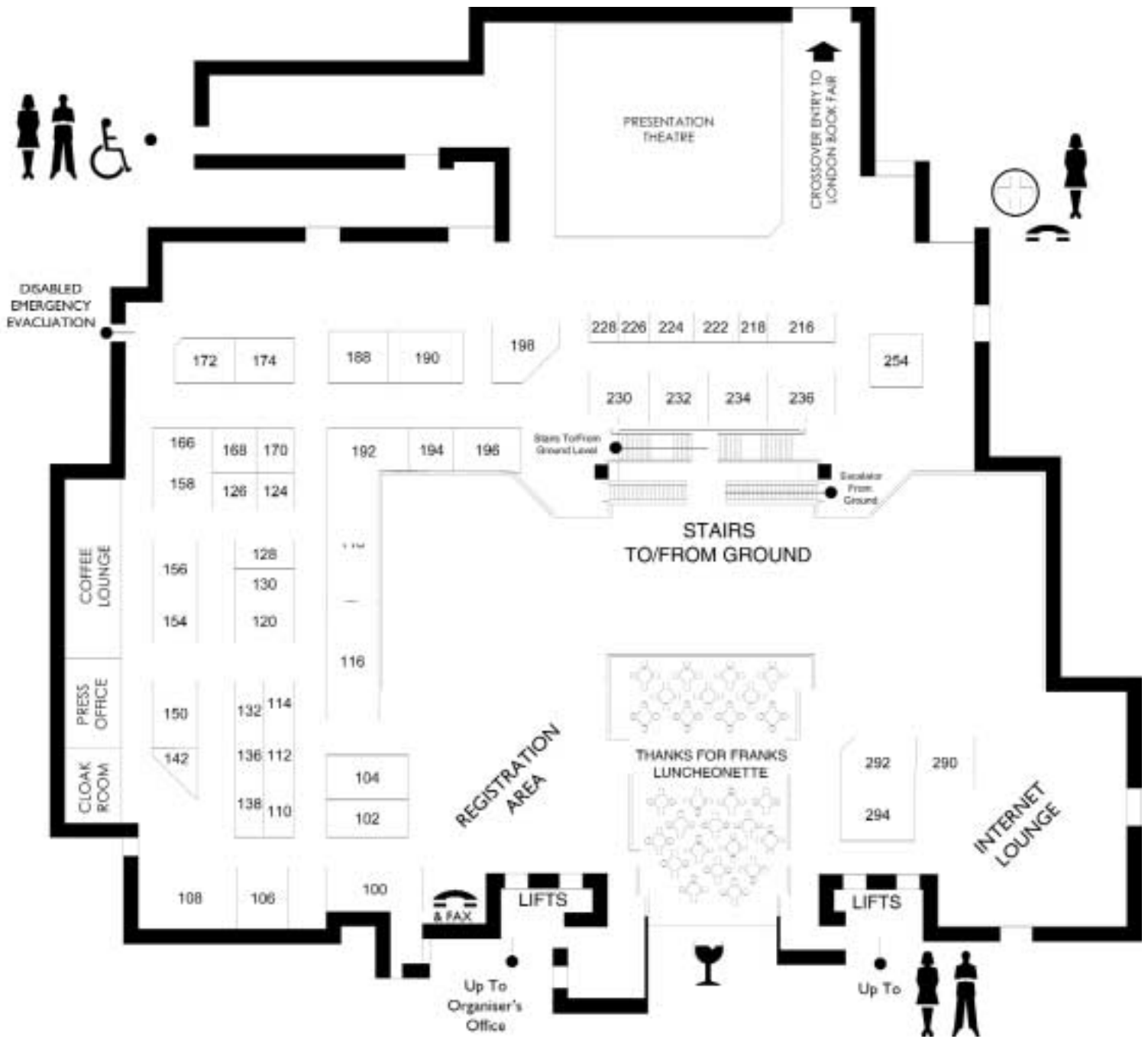
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FLOOR PLAN



The Exhibition Level 1

The following is a list of exhibitors at Internet Librarian International 2001. Nearly 50 of the industry's most important companies are exhibiting at the 2001 conference, giving attendees an extraordinary opportunity to sample the latest in library automation and technology.

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EXHIBITION HOURS

Monday 26 March	10:00 - 17:30
Tuesday 27 March	10:00 - 17:30
Wednesday 28 March	10:00 - 16:00

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Stand No: 230**BioMedNet**

Elsevier Science
84 Theobalds Road
London WC1X 8RR
England

Tel: +44 (0)20 7611 4383
Fax: +44 (0)20 7611 4201
URL: www.bmn.com

BioMedNet/Trends/Current Opinion
www.bmn.com

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Cambridge CB2 2RU
England

Tel: +44 (0)1223 325579
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Email: info@cambridge.org
URL: <http://www.cambridge.org>
<http://journals.cambridge.org>

Cambridge University Press will demonstrate the latest version of Cambridge Journals Online (CJO) - the service which provides full-text access to over 100 Cambridge journals. Recently relaunched, CJO provides a host of new features for both librarians and end users. Full information is available on the stand and enquiries are welcomed from librarians or consortia. A range of other electronic products and services from Cambridge will also be available for demonstration.

Stand No: 196**CatchWord**

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Barton Lane
Abingdon
Oxon OX14 3NB
England

Tel: +44 (0)1235 555877
Fax: +44 (0)1235 536500
Email: info@catchword.com
URL: www.catchword.com

Stand No: 174**Chadwyck-Healey
(Bell & Howell Information
and Learning)**

(See entry under Proquest)

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E-mail: enquiries@companieshouse.
gov.uk
URL: www.companieshouse.gov.uk

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Visit us at Stand 232 for a demonstration of our web site: www.companieshouse.gov.uk

And our WebSales service, which delivers Company Accounts, Annual Returns & Company Reports quickly over the internet. The Website also contains guidance notes, statutory forms and other product information.

Demonstrations will also be available of Companies House DIRECT, our on-line subscription information service, & our Cd-Rom Directories.

Stand No: 192**Concept Systems**

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Nottingham NG9 7AS
England
Tel: +44 (0)115 9391391
Fax: +44 (0)115 9490390
Email: info@conceptsistemas.net
URL: www.conceptsistemas.net

Stand No: 156**Dialog**

Palace House
3 Cathedral Street
London SE1 9DE
England
Tel: +44 (0)20 7940 6900
Fax: +44 (0)20 7940 6800
Email: emeaap_comms@dialog.com
URL: www.dialog.com

On the Dialog stand, experts from the company will be talking to visitors about how the right information can change their business. We will be demonstrating Dialog, DataStar and Profound and showing new features for these leading products.

At the show we'll be launching Dialog One, the latest addition to the Dialog product family. This new research tool allows novice users to search for fast answers to complex questions and consists of simple, focused forms that enable users to find credible, comprehensive information from Dialog's databases, in one click.

Stand No: 192**Dolphin Computer
Access Ltd**

PO Box 83
Worcester WR3 8TU
England
Tel: +44 (0)1905 754577
Fax: +44 (0)1905 754559
Email: info@dolphinuk.co.uk
URL: www.dolphinuk.co.uk

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**Stand No: 294****EBSCO Information Services**

5724 Highway 280 East
Birmingham
AL 35242-1943
USA
Tel: +1 205 980 4794
Fax: +1 205 995 1636
Email: lmlunn@ebSCO.com
URL: www.ebSCO.com

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Stand No: 128**Electronic Reading
Systems Ltd**

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Bedford MK42 7PW
England
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Fax: +44 (0)1234 855446
Email: sales@ersltd.co.uk
URL: www.ersltd.co.uk

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Stand No: 142

EOSi

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Fax: +44 (0)20 7608 3599
Email: sales@eosintl.com
URL: www.eosintl.com

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Stand No: 154

Esprit Information Solutions

Business Innovation Centre
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Coventry CV3 2TX
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Fax: +44 (0)24 7643 0383
Email: info@esprit-is.com
URL: www.esprit-is.com

Esprit will be previewing the new version of Xdirectory, a component of the company's information management toolset. Xdirectory offers a highly configurable, browser-based environment for designing, creating, organising and publishing web-based information and metadata to your organisation's staff or clients. Alongside Xdirectory will be other Esprit packaged solutions, including the Fenwood e-Resource management system (allowing organisations to provide managed access to network resources like CD-ROMs, online databases and e-Journals), library management systems for both Windows and Lotus Notes environments and the ICT Manager suite which delivers supporting technology for the effective deployment of ICT services.

Stand No: 170

Essex Electronics

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Stand No: 136

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Stand No: 158

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Email: info@fenwood.co.uk
URL: www.fenwood.co.uk

Stand No: 188

HCN (Health Communication Network)

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Stand No: 192

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Email: john.wolsfold@dolphinuk.co.uk
URL: www.labyrinten.se

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Stand No: 116

The Library Association

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England
Tel: +44 (0)20 7255 0500
Fax: +44 (0)20 7255 0501
Email: info@la-hq.org.uk
URL: www.la-hq.org.uk

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the information professional from LA Publishing; a wide range of short courses; and a conference department which organises events from 1-day meetings to major international conferences. Available at the stand will be literature on the forthcoming IFLA 2002 conference.

Stand No: 118

Library Furnishing Consultants

Phoenix House
54 Denington Road
Wellingborough
Northants NN8 2QH
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Fax: +44 (0)1933 229925
Email: helen@lfc-ltd.co.uk

Stand No: 222

LITC

South Bank University
103 Borough Road
London SE1 0AA
England
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Email: litc@sbu.ac.uk
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Stand No: 106, 108

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Stand No: 110**Oxford University Press**

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Concept House
Cardiff Road
Newport NP10 8QQ
Wales

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+44 (0)1633 813930 (International)
Fax: +44 (0)1633 814590
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Stand No: 254**Payne Automation (UK)**

No 2, Haybarn Business Park
Cublington Road
Aston Abbots HP22 4ND
England

Tel: +44 (0)1296 688788
Fax: +44 (0)1296 688412
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Email: Marketing@soutron.com
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Monday 26 March 10:00 - 17:30

Tuesday 27 March 10:00 - 17:30

Wednesday 28 March 10:00 - 16:00