

Two-day masterclass
30 - 31 March 2010
Mercure Hotel, Melbourne

Book before
26 February 2010
to receive your
early bird discount

Libraries 2.0

Using Web 2.0 and new media to revolutionise your
library or information centre

Masterclass facilitators:

Michelle McLean

Information Librarian,
Casey-Cardinia Library Corporation



Kathryn Greenhill

Special Services Librarian, Cottesloe-Peppermint
Grove-Mosman Park Library



Discuss your Library 2.0 issues with expert facilitators who are at the forefront of library management

Improve your knowledge of library tools and techniques in a highly interactive environment

Feedback from previous Ark Group Library 2.0 events:

"I can see my organisation using many of the ideas learnt in this masterclass" **Australian Catholic University**

"It was great meeting other managers with similar interests" **Department of Main Roads/Premier & Cabinet QLD**

"Lots of great library examples and applications" **Department of Primary Industries and Fisheries**

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Please note: Due to the interactive nature of this event numbers are strictly limited

Libraries 2.0

Using Web 2.0 and new media to revolutionise your library or information centre

Why is this masterclass relevant to you?

Libraries and corporate information centres are experiencing a revolution in the way information is delivered, accessed, obtained and stored. Web 2.0, social media, cloud computing, the mobile web and new formats like ebooks all influence managerial decisions about the most effective plan for staff skills, budgeting and marketing.

With the emergence of new media tools such as Twitter, Facebook, blogs, wikis, Linked In, virtual worlds and RSS feeds, it is now necessary to offer a more customer-driven, socially rich and collaborative model of service and content delivery in online and in our buildings.

In order to stay relevant and respond accordingly to the changing needs of users, libraries and corporate information centres need to choose the right tools from the vast array of options available and seek practical methods to implement these processes within their organisations.

This two-day masterclass will provide an interactive environment in which to explore some of the most popular and innovative tools and techniques associated with libraries, Web 2.0 and new ways information can be stored, accessed and repurposed. Through a unique combination

of discussion, interactive elements and group exercises, delegates will discover how these technologies can be successfully implemented and utilised within their organisation.

You will explore the following critical issues:

- Social media, Web 2.0 and libraries
- Applying collaborative technologies: Twitter, Facebook, blogs, wikis, virtual worlds, RSS feeds, Google Wave and social bookmarking
- Possible service impact of ebooks, cloud computing and the mobile web
- New trends in opening up the library – open source, open data, open access
- Preparing for future libraries – staffing, skills, services
- Designing a training program for Web 2.0 tools for your library staff
- Legal and technical considerations for libraries as media creators
- Marketing library services using social media strategies to engage current and future users
- Building a solid foundation when implementing programs using new media

Who should attend?

- Librarians
- Archivists
- Corporate Services Managers
- Content Managers
- Online Content Managers
- Information Architects
- Information Managers
- Knowledge Managers
- Enterprise Architects
- Records Managers
- Website Designers
- Web Authors
- Sales and Marketing Managers
- Internet Professionals
- Usability Managers
- IS/IT Strategy Leaders
- Research Employees
- User Experience Managers

Masterclass facilitators:



Michelle McLean
*Information Librarian,
Casey-Cardinia Library Corporation*



Kathryn Greenhill
*Special Services Librarian,
Cottesloe-Peppermint
Grove-Mosman Park Library*

Michelle McLean is passionate about library services and the online world - two things she combines well with her responsibility for virtual services at Casey-Cardinia Library Corporation. She is a past-recipient of a Ramsay Reid Scholarship by the State Library of Victoria, which enabled her to conduct a study tour of US public libraries providing cutting edge virtual services in 2007. She has been blogging professionally for over four years at Connecting Librarian (connectinglibrarian.com), is a published author and has presented at many conferences and seminars around Australia, as well as in the US. Michelle holds a Bachelor of Arts (librarianship) and a Master of Business (information technology).

Kathryn Greenhill is an author, presenter and facilitator who for the last 20 years has been helping others learn about new technologies and the future of libraries. In the last two years she has given over 35 presentations and workshops in the United States, the Netherlands, Australia and New Zealand. In 2009 Kathryn was awarded the Jean Arnot Memorial Fellowship by the State Library of New South Wales. She was also recipient of the 2009 VALA: Libraries Technology and the Future Inc Travelling Scholarship. She has previously worked as Emerging Technology Specialist at Murdoch University, systems librarian, legal librarian, a cataloguer and managed a community information service. You can connect with Kathryn on her influential blog Librarians Matter (<http://LibrariansMatter.com>)

DAY ONE

Tuesday, 30 March 2010

Preparation for the masterclass:

To get the most out of the masterclass, attendees are required to bring a laptop that has wireless internet capabilities.

Participants will also need to have access to a web-based email account that they can use during the masterclass (eg. gmail, hotmail, yahoo, corporate webmail, etc).

9.00 Registration and refreshments

9.30 Introduction and welcome

Michelle and Kathryn will introduce the masterclass objectives and outline how the day will proceed. Attendees will participate in a "getting to know you" exercise, to share backgrounds, experiences and expectations of the masterclass.

10.00 Social media, Library 2.0 and cultural changes

- What is Web 2.0?
- What impact does Web 2.0 have on libraries?
- Definitions of Library 2.0
- What is social media?
- Exploring the 2.0 cultural shift

11.00 Morning refreshments and networking

11.30 Web 2.0: within the library environment

- New media tools: RSS feeds, blogs and wikis
- Collaboration tools: Facebook, Twitter, Wave
- Media sharing sites: Flickr, YouTube, Social Bookmarking
- How can libraries successfully use these tools?

12.30 Networking lunch

1.30 Ebooks in Australia

- Ebooks on ebook readers, mobile devices, PCs
- Australian context: digital rights management and the Australian market

2.00 The library in the cloud

- Mobile devices and applications
- Mobile web
- Cloud computing
- QR codes
- Augmented reality

2.30 Opening up the library

- Open source
- Open data
- Remix and mashups
- Open access
- New library learning spaces

3.15 Afternoon refreshments and networking

3.30 Group exercise: futures dreaming

- Libraries in one year, five years, 10 years, 30 years
- What skills do we need to work in future libraries?
- What should we stop doing?
- What would we do if we had an unlimited budget?

4.30 Wrap-up and end of day one

DAY TWO

Wednesday, 31 March 2010

9.00 Registration and refreshments

9.30 Recap and introduction to day two

- What ideas did you have overnight?
- What would you like us to cover?

10.00 Library 2.0 and users

- Do users want Library 2.0?
- What can Library 2.0 bring to our users?
- Assessing the impact of a Library 2.0 initiative

10.45 Morning refreshments and networking

11.15 Learning 2.0

- Self-paced technology learning programs
- How to engage willing staff in their own learning
- What to do about staff who do not engage in their own learning
- Best practices for Learning 2.0

12.15 Creating media

- Usage rights and creative commons
- User generated content
- Privacy and permission
- Gadgets for media creation

12.45 Networking lunch

1.45 Social media policies

- Social media policies for users of your site
- Social media policies for your staff

2.05 Marketing and Library 2.0

- Library website vs library presence
- Using Web 2.0 to market your library
- How social media changes the relationship between libraries and users

2.50 Creating your community of practice using online tools

- The best online tools for collaboration
- How to keep in touch with what's happening in the profession and beyond

3.10 Building a strong foundation

- Elevator pitch
- Creating a learning culture
- Stimulating creativity
- Building in metrics
- Evidence based approaches

3.30 Afternoon refreshments and networking

3.45 Individual exercise: Creating your action plan

4.30 Wrap-up and end of masterclass

RECOMMENDED READING

John Blyberg, *11 reasons why Library 2.0 exists and matters*
Available at: <http://tinyurl.com/11reasonslib>

Ask the Experts



Attendees are invited to submit specific Library 2.0 challenges that they would like to have addressed during the masterclass. Please email your challenges to aootes@arkgroupasia.com at least one week prior to the masterclass. If you do not want your organisation identified, use a pseudonym such as BigBankCo, or SmallRetailCo to indicate the industry involved and the size of the organisation.

5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

PHONE: +61 1300 550 662

FAX: Send the completed registration form to +61 1300 550 663

EMAIL: aga@arkgroupasia.com

WEB: www.arkgroupaustralia.com.au

POST: Send the completed registration form to Ark Group Australia Pty Ltd, Main level, 83 Walker Street, North Sydney, NSW 2060

Libraries 2.0

30 - 31 March 2010, Mercure Hotel, Melbourne

PUT YOUR DETAILS HERE:

ORGANISATION NAME

POSTAL ADDRESS

STATE

POSTCODE

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Masterclass

Standard Pricing

\$2395 + 10% GST = \$2634.50

Early Bird (exp:26/02/2010) Not valid with any other offer

Save \$200
\$2195 + 10% GST = \$2414.50

Member Discount (exp:26/02/2010) I am a member of ALIA, RMAA, Strategic Path, IDM, Inside Knowledge, ASTC (NSW, VIC)

Save \$300
\$2095 + 10% GST = \$2304.50

Delegate	Name	Job title	Email address
1st			
2nd			
3rd			
4th - FREE			

Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

Mastercard Visa American Express

Card number

Expiry date

Cardholder's name

Cardholder's signature

Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

Please invoice me

Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
 - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

Event Venue and Accommodation

Preferential rates are available at the Mercure Hotel Melbourne. Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

Mercure Hotel Melbourne

13 Spring Street
MELBOURNE VIC 3000
Phone: 03 9205 9999

<http://www.mercuremelbourne.com.au/>

Group Discount

When you bring a team of three, you can bring a 4th delegate for free!

Sponsorship or Exhibition Opportunities

If you are interested in sponsoring or exhibiting at this event please contact Michael Moorcraft:

Phone: 1 300 550 662

Email: mmoorcraft@arkgroupasia.com

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