

The Web has widely been recognised as an important information delivery system for librarians. In order to remain relevant and respond adequately to the changing needs of the library user, libraries need to constantly look for new ways to acquire, deliver and make their information and services accessible. With the use of Web 2.0 tools, such as blogs, wikis, social networking mediums, virtual worlds and RSS feeds, libraries are now able to offer a more customer-driven, socially rich and collaborative models of service and content delivery in the virtual space.

However, many Australian libraries and corporate information centres are still looking to choose the right tools from an array of services on offer, to match their (potential) user base and overcome barriers in implementing the Library 2.0 model within their organisation.

This one-day connected forum will provide you with the opportunity to hear timely and practical Library 2.0 case studies. You'll be armed with techniques to:

- Establish a business case for Library 2.0
- Overcome barriers of implementing Library 2.0
- Develop, implement and measure successful Library 2.0 tools
- Enhance online user experiences
- Create more productive relationships with your user base
- Train staff and manage employee roles within Library 2.0
- Outline strategies for innovation

CONNECTED FORUM - Tuesday, 9 November 2010

8:30 Registration and refreshments

9:00 Chairperson's opening remarks

Katie Hannan, Independent Library Professional

Making the shift to Library 2.0

9:15 Introductory ice breaker session



To kick off proceedings, Fiona will lead an interactive session to ensure that networking opportunities are maximised for all attendees. The aim is become familiar with fellow attendees' backgrounds, define the scope of the forum and what attendees hope to achieve from the forum



Facilitated by: Fiona Winston-Brown, Client Services Librarian, The Prince Charles Hospital

9:45 Implementing Web 2.0 tools in a specialised academic library: the AV language library experience



- Gen Y: the audience now for academic libraries and how to maintain connections with them
- Utilising Web 2.0 tools to reshape our library and keep it relevant
- Copyright issues within the Web 2.0 environment

Michelle Liu, Librarian, The University of Sydney

10:30 Morning refreshments and networking

11:00 Obtaining buy in for 2.0 deployment: a CPA Australia case study



- Raising awareness on the opportunities of 2.0
- Promoting a culture shift and engaging staff and users across all levels of the organisation
- Training staff in different tools and doing things 2.0

Zaana Howard, PhD Candidate, Swinburne University

Library 2.0 in practice

11:45 Leveraging 2.0 tools and behaviour in a business environment: a Blake Dawson case study



- Using library 2.0 for law firm current awareness
- Demonstrating value and measuring success of library 2.0 tools
- Dealing with IT and key stakeholders

Marisa Bendeich, Research Librarian, Blake Dawson

12:30 Networking lunch

1:30 TAFE libraries in the Web 2.0 world



- Integrating Web 2.0 technologies that encourage online library participation
- Increasing library services and data accessibility and usability
- Maintaining connections with users and providing timely and personalised experiences
- Challenges and rewards of Web 2.0 tools

Helene Brown, Manager Library Resource Management Services; Beatriz Aroche, Library Manager, Ultimo College, TAFE NSW - Sydney Institute

2:15 Providing innovative library services using Web 2.0 discovery layer technologies



- Accommodating the changing needs of your user base
- Managing virtual spaces
- Dealing effectively with user generated content

Fiona Downie, New Technologies Coordinator, Yarra Plenty Regional Library

3:00 Afternoon refreshments and networking

3:30 Interactive panel discussion: Picking the right tool that matches your community of users



Hear a short introduction from the panel members, and then have the opportunity to participate in the discussion and gain a better understanding of the topic!

- Exploring the use of media sharing sites: Flickr, YouTube and social bookmarking
- Employing new media tools: RSS feeds, blogs, podcasts and wikis
- Successfully using collaboration tools: Facebook, Twitter and instant messaging



Panel members:

Fiona Winston-Brown, Client Services Librarian, The Prince Charles Hospital;



Michelle Liu, Librarian, The University of Sydney;

Penelope Campbell, Library Manager, Housing NSW;

Sally Anderson, Manager Information and Library Services, Industry & Investment NSW



Facilitated by: Vikki Bell, Independent Business Research Consultant

Where are libraries going?

4:30 Exploring the future of libraries

- The way ahead: eBooks, mobile applications and the Semantic Web
- Outlining the skills required to provide library services in the future
- Developing a roadmap for the innovation of your library services

Vanessa Lewis, Director eLibrary, Australian Taxation Office

5:15 Chairperson's closing remarks and end of connected forum



POST-FORUM WORKSHOP - Wednesday, 10 Nov 2010

Participatory public libraries: harnessing emerging web-based technologies for service delivery in public libraries

Facilitated by: *Kate Davis, Associate Lecturer, Queensland University of Technology*

Registration: 9.00 am

Workshop starts: 9.30 am

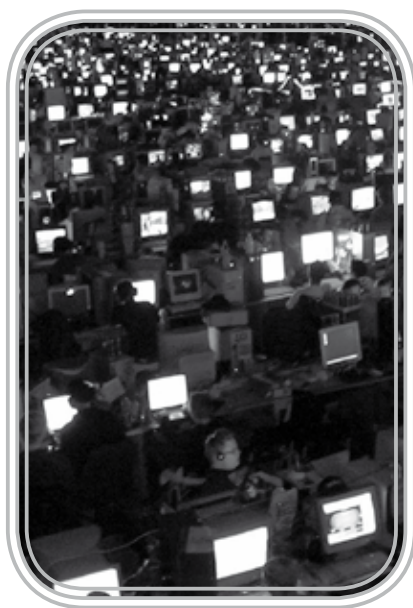
Networking lunch: 12.30-1.30 pm

Workshop ends: 3.00 pm



About the workshop:

This workshop will introduce participants to the concept of the participatory library, and explore the ways in which public libraries in particular can realise the potential that emerging web-based technologies offer for dynamic online service provision. We'll begin by unpacking the term 'Web 2.0' and discussing the evolution of the term 'Library 2.0'. The session will have a strong focus on what Library 2.0 means in practice, and will explore how Web 2.0 and Library 2.0 relate to the idea of the 'participatory public library'.



The workshop will explore:

- The impetus for adoption of emerging web-based technologies for online service delivery
- User needs and the importance of a user-centered approach to service design
- Tools and techniques for technology evaluation and selection
- Policy implications
- Service planning
- Assessment and evaluation for innovative online services

Case studies and group discussions will provide opportunities for participants to explore real-world scenarios. This practical workshop will equip you with the knowledge you need to make informed decisions about your library's online service portfolio.

About the workshop leader:



Kate Davis is an Associate Lecturer in Library and Information Science at the Queensland University of Technology (QUT). Kate began her career in libraries in 2004 as a Reference Librarian at QUT, where she worked while completing her studies in Library and Information Science. In 2005, Kate participated in the graduate program at the National Library of Australia (NLA). On completion of the graduate program, Kate worked in various roles including serials cataloguing and reference. In 2006, while at the NLA, Kate project managed a national pilot Instant Messaging reference service, which was one of the first attempts internationally at collaborative IM service provision. Most recently, Kate was Online Futures Librarian at Gold Coast City Council Libraries, where she was responsible for online collections and services.

Kate's teaching and research interests centre around the applications of technology to library service provision (particularly in the public library context), the delivery of information literacy training online, virtual reference service provision, and corporate use of social media. She currently teaches in the areas of web content management, library programs, social software, and collection management. Kate has just commenced her PhD at Queensland University of Technology. She is investigating skills and knowledge requirements for librarians in technology roles, with a focus on the public library environment.

5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

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Library 2.0

AG-WEB

9 - 10 November 2010, Rydges World Square, Sydney

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If you can't take full advantage of this event, the CD gives you a useful record of the presentations made at the event for your reference. The CD is made available after the event at \$595 plus GST.

For more information contact Sophia Bailey

Phone: 1300 550 662

Email: sbailey@arkgroupasia.com

Sponsorship or Exhibition Opportunities

If you are interested in sponsoring or exhibiting at this event please contact Ark Group Australia on:

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