



Session 120 — Women Information and Libraries Special Interest Group

Programme Details

13 August 2010

13:45 - 18:30

Off-site: Gothenburg University Library, Renströmsgatan 4 (5-10 minute walk away from the Congress Centre)

"Global Women's Fair: Sharing Best Practice in Support of Women Users, and Women Library and Information Workers"

Includes:

- **Visit to KvinnSam**, the Woman's History Collections Library at Gothenburg University Library, which is also Sweden's National resource library for gender studies: <http://www.genus.se/english/resources/kvinnsam/>
- **Stands showcasing organisations and projects related to Women, Information and Libraries**, such as Kvinnofolkhögskolan, a feminist education centre for adult women, located in Gothenburg: <http://www.kvinno.fhsk.se/website1/1.0.1.0/190/1/index.php> and the Project Strong Women from Waterweg Public Library in Holland: <http://www.svpschiedam.nl/wat-is-een-sterke-vrouw.php>. (Space is still available for stands at the Women's Fair. If interested to showcase your project please email wilsig@googlemail.org for further information)
- **"Professional Skills for the 21st Century" Workshops:**
 - *"How to turn technology onto our side: Web 2.0 skills for personal marketing and advocacy"*

This workshop has two separate modules:

1) *"Getting the basics"*: Technology, especially that related to communication, has become a key player on our profession. Knowing how to use new Web 2.0 tools is essential in order to develop self-promotion strategies online. This module provides a brief insight on the different tools that are available to us and how they work. (14.15 - 15.30)

2) *"Developing strategies for self-promotion"*: Self-promotion is not just about having a blog. This module shows how to develop a successful strategy for a professional presence online, using different Web 2.0 tools available to us. (16.15 - 17.30)

Both modules will be facilitated by Nicolas Robinson, EC3 "Science and Scientific Communication Evaluation" Research Group from the University of Granada, Spain. Nicolas is currently working on his Master Thesis on Spanish researchers profiles within scientific disciplines.

- *"Get Seen - Get On!: Personal Branding, the skill for the 21st Century Information Professional"*

How visible are you in your organisation?

Do the people you work for know who you are, what you do and what you stand for?

Do they know what skills and competencies you have that others do not have?

Do they know what makes you unique?

Many information workers are based in organisations where they are the minority profession. Even those working in the public sector are competing with other local services. Doing a good job is essential, but you have to be seen to be doing it - and doing it well - to make an impact.

This interactive workshop will explore how library and information professionals can market themselves, using personal branding as a personal, professional and service development tool. (14.15 - 15.30, repeated at 16.15 -17.30)

It will be facilitated by Kathy Ennis, owner/trainer, Envision Training. Kathy has had a highly successful career as an information professional in the UK, primarily in the academic sector, and works for CILIP: the Chartered Institute of Library and Information Professionals. In 2006 she started Envision Training, a training and personal development consultancy with an expertise in visual communication and personal branding.

- **Open business meeting to discuss WIL's future work:** this year we particularly welcome delegates from Latin America and the Caribbean region to help us plan for our programme in Puerto Rico 2011. The business meeting will also be attended by representatives of the Women Information Network Europe (WINE), the network of women's libraries, archives and information centres in Europe <http://www.women.it/wine/index.htm> and of its country organisations, including Maria Gröönroos, Head of KILDEN - Information Centre for Gender Research in Norway, <http://kilden.forskningsradet.no> , and Tilly Vriend from Aletta - Institute for Women's History in the Netherlands, <http://www.aletta.nu/aletta/eng> to discuss how WINE could work in partnership with WIL for the IFLA 2012 Conference in Helsinki. (16.15 - 17.30)
- **Closing session with speakers Agneta Olsson**, Chair of the IFLA 2010 National Committee, and **Ellen Tise**, IFLA President. (17.45-18.30)

The closing session will be followed by a small drinks reception, kindly sponsored by Gothenburg University Library, to commemorate 20 years since our IFLA foremothers gathered to create the Women Issues round table at the IFLA Conference in Sweden in 1990.

Pre-registration at IFLA Secretariat: R24/25 up to Thursday 12th August, 17:00; places are limited and will be allocated on a strictly first come, first served basis.