Dear friends of IFLA Management & Marketing Section,

it’s a great pleasure for me to welcome you in Gothenburg or at the pre-conference satellite meeting in Stockholm: the International Federation of Library Associations and Institutions (IFLA) and the Management and Marketing Section, in collaboration with the Stockholm University Library, organized a pre-conference and satellite meeting in Stockholm (August 7 and 8, 2010). Marketing the 21st library and information organization to its century customers using Web 2.0 tools is a “hot topic”. This satellite meeting focused on the marketing applications and aspects of Web 2.0. Did you take part at the pre-conference? If not, please use the Sections website for more information or visit the Standing Committee Meetings!

This year we have partnered with Management of Library Associations, Library Theory and Research, Education and Training, Statistics and Evaluation, LIS in Developing Countries SIG Academic and Research Libraries and Metropolitan Libraries Sections – to develop an excellent programme for you: “Policy, strategy and advocacy - Towards national library strategy: opening up access to research.” (Session 87 and Session 97)

We have partnered with Academic and Research Libraries for a second joint session with excellent speakers: “Reconstructing library services in challenging times” (Session 106)

The Section has been working during the last months, in order to complete its open projects and to design new ones, as you will keep informed in this and next newsletters. We also plan to propose new projects to the Professional Board to be developed in the next years: you can be aware of all these projects and activities if you attend our brainstorming session to update our strategic plan - scheduled for the Section SC meetings on 10th and 15th of August: hopefully we see you there! You will be very welcome, as in every M&M programs and activities.

In order to discuss all these projects, I warmly invite you to be our guests at our joint sessions and meetings in Gothenburg! We need everybody’s input! Everybody is important in order to make our Section most alive, most committed with library managers’ concerns, most inspiring. Please feel free to contact me with any idea you may have or if you want to participate more intensively in our activities and programs.

Raymond Berard
Chair of IFLA Marketing and Management Section
**Visit our joint sessions!**

Session 87 — MLAS, Library Theory and Research, Management and Marketing, SET, Statistics and Evaluation, LIS in Developing Countries SIG  
12 August 2010 09:30 - 12:45 | Room: F4-6  
Congress track 2:

**Policy, strategy and advocacy**

Towards national library strategy: opening up access to research (1)

1st Part: Improving library advocacy

Chair: TERRY WEECH (Graduate School of Library & Information Science, University of Illinois at Urbana-Champaign, Champaign, IL, USA)

- Creating a national voice for Australian libraries  
  SUE HUTLEY (Australian Library and Information Association (ALIA), Deakin ACT, Australia)

Session 97 — MLAS, Library Theory and Research, Management and Marketing, SET, Statistics and Evaluation, LIS in Developing Countries SIG  
12 August 2010 13:45 - 17:00 | Room: F4-6, Congress track 2:

**Policy, strategy and advocacy**

Towards national library strategy: opening up access to research (2)

2nd Part: Looking for relevant research

Chair: RAYMOND BERARD

- Impact evaluation, advocacy and ethical research: some issues for national strategy development?  
  SHARON MARKLESS (King’s Learning Institute at King’s College, London, United Kingdom) and DAVID STREATFIELD

Session 106 — Academic and Research Libraries with Management and Marketing  
13 August 2010 09:30 - 12:45 | Room: Congressen Hall | SI  
Congress track 5:

**Ideas, innovations, anticipating the new**

Reconstructing Library Services in Challenging Times

- Organizational design for 21st Century convergence: Realignment at the University of Calgary  
  TOM HICKERSON (University of Calgary, Calgary, Alberta, Canada)

- Advocacy for sustainable public computer access programs: using evidence of library impact on users  
  PILAR PACHECO (Global Development Program, Chile) and KRISTINE PABERZA (Global Development Program, Latvia)

- National strategy for library advocacy in Croatia and "I have the right to know, I have the right to a library campaign"  
  EDITA BACIC (Faculty of Law Library in Split, Split, Croatia) and ALEMKA BELAN-SIMIC (Zagreb City Libraries, Zagreb, Croatia)

- Implementing a coordinated and strategic approach to Library and Information Science research: the work of the UK Library and Information Science Research Coalition  
  HAZEL HALL (Library and Information Science Research Coalition and Edinburgh Napier University, Edinburgh, United Kingdom) and CAROLINE BRAZIER (Library and Information Science Research Coalition and The British Library, London, United Kingdom)

- Library advocacy in India in the light of education for sustainable development - perspectives of an emerging economy  
  ANUP KUMAR DAS (Centre for Studies in Science Policy, Jawaharlal Nehru University, New Delhi, India)

- Systematic innovation management as a marketing strategy for libraries  
  URSULA GEORGY (Cologne University of Applied Sciences and Communication Studies, Köln, Germany)

- Communicating marketing and advocacy research to practice  
  GABY HADDOW (School of Media, Culture and Creative Arts at Curtin University of Technology, Perth, Australia)

3rd Part: Bridging advocacy and research: a joint agenda for filling data gaps, training research skills and enhancing visibility (Panel discussion)

Chair: TERRY WEECH (Chair LTRs)  
Graduate School of Library & Information Science, University of Illinois at Urbana-Champaign, Champaign, IL, USA

Panelists:

- CAROLINE BRAZIER (United Kingdom), ULLA WIMMER (Germany), HELLEN NIEGAARD (Denmark), ANA MARIA TAMMARO (Italy), PETER LOR (South Africa) and UGNE RUTKAUSKIENE (Lithuania)
Winners Announced for the 8th IFLA International Marketing Award

Sponsored by Emerald Group Publishing Ltd

The IFLA Section on Management and Marketing in collaboration with Emerald is pleased to announce the winners of the 8th IFLA International Marketing Award for 2010.

First place was awarded to the Learning Resource Centre (LRC), Indian School of Business, Gachi-bowli, Hyderabad, Andhra Pradesh, India, represented by Dr. K. Mohan. The slogan for the winning campaign is "Knowledge Companion to Empower You!" The LRC developed a product line of information alerts for administration, faculty, and students marketed as "Global InfoWatch." This umbrella product offers personalized access to all stakeholders’ facts and figures to update their knowledge in selected relevant areas.

Administrators access competitive business school data such as rankings, faculty and students’ knowledge of industry trends, and engaging articles on business and management. Graduates receive timely recruitment and placement information. The first-place winner receives airfare, lodging, and registration for the 2010 IFLA General Conference and Council to be held this year in Gothenburg, Sweden, and a cash award of $1,000 (U.S.) to further the marketing efforts of the library.

Second place was awarded to Gail Borden Public Library District, Elgin, IL, USA, represented by Denise Raleigh. The second place winning slogan is "StoryTubes: Kids Go Live With Books." Youth and their favorite book, star in their own self-made videos for fun and prizes, with the goal of strengthening reading and libraries and the productive use of technologies. The broad video presentation of the University Library provides an interesting, resilient and funny review of the library’s resources and departments intending to motivate students to re-ignite interest and place value in their library.

Third place was awarded to the University of Bergen Library, represented by Ole Gunnar Evensen and Svein Arne Selvik. The third place winning slogan is "The Magic of the Library - a presentation of the University of Bergen Library." The broad video presentation of the University Library provides an interesting, resilient and funny review of the library’s resources and departments intending to motivate students to re-ignite interest and place value in their library.

Any library, agency, or association in the world that promotes library service was eligible to receive the award. The IFLA INTERNATIONAL MARKETING AWARD is to honor organizations that implement creative, results-oriented marketing projects or campaigns.

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9th IFLA International Marketing Award

Sponsored by Emerald Group Publishing Ltd.

Win USD 1,000 ... and registration and travel to the World Library and Information Congress in San Juan, Puerto Rico

Apply for the 2011 IFLA International Marketing Award

The IFLA Section on Management and Marketing in collaboration with Emerald has the pleasure to announce the IFLA International Marketing Award for 2011.

The IFLA International Marketing Award will honor organizations that have implemented creative, results-oriented marketing projects or campaigns. Three finalists will be recognized for their outstanding achievements. A first place winner will be chosen and two distinctions will be awarded. From these three finalists, the winner will be chosen and receive airfare, lodging and registration for the World Library and Information Congress: 77th IFLA General Conference and Council in San Juan, Puerto Rico in August 2011, as well as a cash award of USD 1,000 which must be used to further the marketing efforts of the recognized organization.

Three finalists will be announced in March 2011. A first place winner will be chosen and two distinctions will be awarded. The winner will be announced officially during the Press Conference of the Congress in San Juan, Puerto Rico. Application must be submitted before 30 November 2010 (including any supporting materials) to the following address:

Dinesh K. Gupta
Department of Library & Information Sc.
Room No. 520, Faculty Wing
Vardhaman Mahaveer Open University
Rawatbhata Road
Kota-324021 (Rajasthan)
India
E-mail: dineshkg.in@gmail.com / dineshkg_in@yahoo.com

IFLA 2010 goes interactive! - Find out here:
http://2010.ifla.org

This year IFLA will be using social media to help make the most of your experience at this year’s World Library and Information Congress in Gothenburg, Sweden. During the Conference!

At http://2010.ifla.org you will find all official IFLA news and can stay updated on the congress programme (highlights, room changes, etc.). All you need to do is to connect your laptop or smart phone to the free WI-FI network in the Congress Centre and visit the website regularly.

In case you didn’t bring your own laptop, you will find PCs in the conference centre with dedicated access to the conference website. So visit the website to view news and opinions, to enjoy pictures and videos, or to browse the blogs and tweets. Apart from the news and information on the conference website, a brief summary of main conference news will be distributed everyday in paper. This summary and all official IFLA news will be provided in each of IFLA’s seven languages.

Do you have a Twitter account or a blog? Do you want to share your photos with other conference participants? Join the IFLA experience and share your experiences with everyone!

The IFLA Team

Report

IFLA
Management & Marketing Section
The Mid-Year-Meeting of Standing Committee

February 26-27 2010, The Hague, The Netherlands
Venue: Prins Willem-Alexanderhof 5, 2509 LR Den Haag

The Committee’s Mid-year meeting took place in the beautiful city of Den Haag, The Netherlands. The meeting was held at the National Library of the Netherlands (KB). Perry Moree, former Director of Finance & Corporate Services Dutch National Library and now Netherlands - Executive Vice President Finance & Operations at Koninklijke Brill NV (congratulations, dear Perry!!) was our host. Thank you Perry for the warm welcome!

Present Section Members: Raymond Berard, Chair (France), Trine Kolderup Flaten (Norway), Dinesh K. Gupta (India), Agneta Holmenmark (Sweden), Christine M. Koontz (United States), Daisy McAdam (Switzerland), Perry Moree (The Netherlands), Nadia Temmar (Algeria), Steffen Wawra (Germany)

The minutes of the Mid Year-Meeting are available: http://www.ifla.org/files/management-and-marketing/minutes/feb-2010.pdf

Perry Moree, Corresponding Member