

*The Chair*

**Raymond BERARD**



This is our first Newsletter for 2011---a promising year with many events on the agenda.

First the election to the standing committee as 2011 is election year at IFLA. Ten standing committee members will end their first term in 2011, 3 of them will end their second and last term. I am confident that newly elected and re-elected

*Continued on pg 2*

**National Conference on Libraries and Archives Policy, in Athens, on 27-28 January 2011**

*Raymond Berard*

Réjean Savard and Raymond Bérard, both members of IFLA Management & Marketing standing committee, were invited by the Greek Minister of Education, Anna Diamantopoulou, to the National Conference on Libraries and Archives Policy, in Athens on 27-28 January 2011. Tonia Arahova was an active member of the organizing team.

Réjean, Tonia and Raymond gave papers. Réjean about “Trends in the collaboration between libraries in Canada”, Tonia about “Expanding the limits: going from “national” to “transnational” libraries, Raymond on “Challenges for innovative libraries in a context of increased efficiency criteria: how can IFLA and international expertise help?”.

About 300 Greek librarians and archivists attended this conference, meant to launch a new policy for Greek libraries and archives. The conference was opened by the President of the Hellenic Republic and two ministers (Education, and Culture). Their presence shows the importance and support given by the Greek government to efficient, modernized libraries and archives.

A very warm welcome was recieved from our Greek colleagues. After two exciting but exhausting days (more than 30 speakers every day, from 9 am until 9pm), our Greek hosts organized a private visit of the Acropolis and the newly opened Acropolis museum, followed by a superb lunch in a restaurant directly overlooking the Acropolis.

***A foretaste of our Mid-Year meeting end of February!***

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members will infuse their enthusiasm and ideas for an expanding and active section!

Then programs: our proposal for a joint 3 hour session in San Juan in August 2011 with the Academic Research Section on the theme of “Vision 2020: innovative policies, services and tools” has been approved by IFLA Professional committee (see article in Newsletter).

A team of dedicated Finnish colleagues are actively preparing a pre-seminar planned in Turku (Finland) on 9-10th August 2012 on “Library’s efficiency, impact and outcomes: statistical analyzes and other methods as tools for management and decision making” in partnership with Statistics and Evaluation and Academic Libraries sections.

A continuous success story is the IFLA International Marketing Award thanks to an enthusiastic and dedicated team. It will honour yet again in 2011 organizations that have implemented creative, results-oriented marketing projects or campaigns. Let’s meet the three finalists at the 77th IFLA General Conference and Council in San Juan, Puerto Rico in August 2011!

Working all year round with members scattered all over the planet is difficult without regular face to face meetings. Our next Mid-Year Meeting will be held in Athens on 25-27 February 2011 thanks to the most generous invitation from the Greek Minister of Education with a very promising program, including a seminar on management and marketing issues for Greek librarians. A sensible way to disseminate good practices to librarians who may not have the opportunity to attend IFLA conferences.

Finally I am happy to announce that I was invited (see article and photos later in this issue) as chair of the Management & Marketing section to give a paper at a conference prepared under the auspices of the President of the Hellenic Republic, Karolos Papoulias, and the Minister of Education, Lifelong Learning and Religious Affairs, Anna Diamantopoulou, on 28th - 29th January 2011 with the aim of reconstructing the goals of a new national policy in Greece for libraries and archives incorporating interna-

tional trends. Rejean Savard joined me. I spoke on the three main axes of this conference: the national network, the developmental dimension and the hypernational Cultural Activity. This event is great news, first because it honours the whole Management marketing section; also because it shows the Greek government support to libraries and archives due to the drastic economic situation.

**Raymond BERARD**

*Chair, IFLA Management & Marketing section*

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## M&M Revised Strategic Plan-have you read it!

### 2010-2015

#### **Goals:**

- To promote good practices
- To encourage professional debates, exchanges and networking
- To create promotion tools

<http://www.ifla.org/files/management-and-marketing/strategic-plan/2011-2015.pdf>



*Antonia & Rejean/Athens*

# The Mid-Year-Meeting of Standing Committee

February 25-27 2011, Athens, Greece

## Friday 25 February

Morning: Midterm meeting M&M (1)

Afternoon: visit of National Library

## Saturday 26 February

Midterm meeting M&M (2)

## Sunday 27 February

Morning: visit of Acropolis Museum

### Agenda:

- Opening and confirmation of agenda
- Apologies for absence
- Minutes from Standing Committee meeting in Gothenburg, 10 and 15 August 2010
- Annual financial report 2010 for Management and Marketing Section
- Matters from Professional Committee and Governing Board
- Report from the M&M Chair
- Report from the M&M Secretary
- Report from Information coordinator and web editor
- Mailing lists for Section's members and for SC members
- International Marketing Award
- 2011 election to the standing committee
- Conference programme for IFLA 2011 Conference, San Juan, Puerto Rico, 13-18 August 2011: "Libraries beyond libraries: Integration, Innovation and Information for all" in cooperation with Academic and Research Libraries



Parthenon, Athens, Greece

- Preconference programme in Turku, Finland, 9-10th August 2012  
"Library's efficiency, impact and outcomes: statistical analyzes and other methods as tools for management and decision making" in cooperation with Statistics and Evaluation and Academic Libraries sections
- Conference prepared under the auspices of the President of the Hellenic Republic and the Minister of Education, Lifelong Learning and Religious Affairs, Athens, 28th – 29th January 2011 with the aim of reconstructing the goals of a new national policy in Greece for libraries and archives incorporating international trends
- Possible themes and collaborators
- Projects: proposals and decision
- M& M Section: recruitment activities, possible cooperation with other Sections
- Any other business



Athens, Greece

# World Library and Information Congress: 77th IFLA General Conference and Assembly 13 - 18 August 2011, San Juan, Puerto Rico

IFLA would like to take this opportunity to invite you to attend the 77th IFLA General Conference and Assembly which will take place on the 13 - 18 August 2011 in San Juan, Puerto Rico.

We would like to announce that the IFLA Final Announcement has been printed and is available to download from the website: [www.ifla.org](http://www.ifla.org). You can also download it by clicking the button on the left hand side; however, should you require a hard copy please email [ifla2011@congrex.com](mailto:ifla2011@congrex.com) detailing your full name and postal address.

The Final Announcement contains valuable information pertaining to the upcoming IFLA General Conference and Assembly including details on the programme, satellite meetings, library visits, registration, accommodation, tours and activities and much more!

## Registration

The online registration system is also open so delegates can register now for the Congress via the IFLA World Library and Information Congress website: [www.ifla.org](http://www.ifla.org). Registration is also possible by completing the registration form which can be downloaded from the website. This form is for registering one participant only and his or her accompanying person(s).



*Puerto Rico*



*Puerto Rico*

Should you have a group of ten or more, contact [ifla2011reg@congrex.com](mailto:ifla2011reg@congrex.com) for further information on how to register your group.

## Hotel Reservations

Congrex UK, through Congrex Travel has reserved accommodation at a wide range of hotels in San Juan. Delegates can book their hotel accommodation online at <http://www.ifla.org/en/ifla77/accomodation>. Please note that when booking through Congrex UK the full balance of your accommodation must be paid before 5 June 2011 to Congrex Travel. Further details on the booking policy, changes, and cancellations can be found online as well as in the Final Announcement.

Delegates are welcome to book their own accommodation other than the accommodation service offered by Congrex UK.

We look forward to meeting you in San Juan and if you have any questions about your participation please do not hesitate in contacting us at [ifla2011@congrex.com](mailto:ifla2011@congrex.com). [www.ifla.org](http://www.ifla.org)

## M&M PROGRAMS!

### *International Association of French Librarians and Archivists (AIFBD) 2011 Congress in Martinique (9 to 12 August 2011)*

*The theme is “Francophonies, libraries and sustainable development.”*

Please note that there are several ways to approach sustainable development in library / documentation. Here are some concrete suggestions:

- Planning library spaces for sustainable development
- Perceptions of sustainable development among librarians
- Managing “sustainable” teams
- Cooperation between local authorities and sustainable development
- Merger of institutions and sustainable development
- Training and development
- Developing collections on sustainable development and ecology
- Digitizing and ecology
- Downloading library records and sustainable development
- Green roofs and libraries
- Weeding and sustainable development
- Opening hours and sustainable development
- New technologies for sustainable development
- E-books and sustainable development
- Open software and sustainable development
- Compact shelving and ecology
- Cultural activities in the library on sustainable development and ecology
- Web 2.0 for sustainable development
- The call for papers has ended.

*Feel free to share your expertise or your thoughts with Rejean. Savard @ umontreal.ca.*



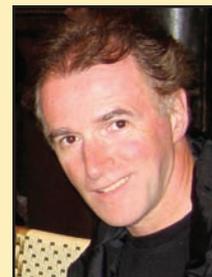
*Martinique*



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## Vision 2020: innovative policies, services & tools

*The Management and Marketing Section in partnership with the Academic Research Section is organising a 3 hour session under Division IV: Support of the Profession with the theme of*

### **Vision 2020: innovative policies, services and tools.**

It is intended that this theme will attract and engage with librarians of the future and equip them with skills and offer guidance to survive the challenges that lie ahead in the next decade. Some of these challenges include:

- working in an ever increasing digital world
- being responsive to emerging technologies
- new ways of doing things
- managing stagnant or diminishing funding for libraries
- new roles for librarians such as the knowledge navigator including identifying purpose and skill sets for librarians and core activities
- the death of the book and the continuing emergence of new media formats...

It is planned that discussion in the forum will focus on the major trends impacting on libraries and librarians, together with an identification of the significant challenges and obstacles to doing things as they have been done in the past.

An exciting number of vibrant, experienced and eloquent speakers who are leaders in the profession have been identified to speak at this session and they will come from across the globe; Wales, the US, Australia, New Zealand and Singapore.

We look forward to seeing all of you there at San Juan in Aug 2011!



## Other publications and blogs

*Blogging Marketing Worldwide: Marketing-Mantra-for-Librarians*

*Dinesh K. Gupta Associate Professor of Library & Inf. Sc V M Open University, Kota, India*

*[dineshkg.in@gmail.com](mailto:dineshkg.in@gmail.com)*

Marketing of library and information services has been my area of work for the last decade or so and I have been authoring research and review papers on a regular basis in journals and conference proceedings, apart from three edited books (including IFLA book 'Marketing Library and Information Services: International Perspectives')(1). However, these being the traditional scholarly media, they were no suitable avenues to dash off those occasional ideas, random thoughts, comment on issues or even aggregate works that I thought would be of interest to librarians involved in marketing. Further, having been following a few blogs myself, I found that there were no blogs from this part of the world on marketing for librarians. Thus, in September 2008, I began my saga with my blog [www.marketing-mantra-for-librarians.blogspot.com](http://www.marketing-mantra-for-librarians.blogspot.com).

Blogging was slow in the first few months as I managed just about one post in the first year, later tried to post at least a post per month. Even for the most avid blogger, many times, the sheer lack of time to text thoughts can make the blog go blank. Besides, keeping in view that the aim of the blog is to act as a focal point for scattered information on marketing for librarians, I began to incorporate posts from other blogs and websites and also syndicate videos from other sites, most often, Youtube. Through RSS feeds, I regularly scan the contents of about 50 blogs and websites that occasionally have content on marketing for librarians and re-post relevant content on my blog giving the appropriate out links to the original.

A list of ten other blogs that I think is a must-read for librarians interested in marketing is also given on the home page of my blog. Likewise, details of relevant new books, articles, bibliographies, etc. are also given. Having got into a blogging rhythm, the frequency of posts increased and currently, I post at least once a week.

The blog posts include from simple themes of 'what is marketing' to the newest theme 'marketing 2.0' various activities, conferences, taking place on the marketing area is taken care.

The blog has had its share of, what I consider high points. The first was when, using my rudimentary digital videography skills, I recorded an exclusive interview with the then IFLA President, Claudia Lux during her visit to India and made it available on my blog through YouTube. A few more such videos are available through the blog. These are about IFLA International Marketing Award, Award distribution ceremony, and video clips of conference photos.

The IFLA Management & Marketing Section in collaboration with Emerald Group Publishing Limited offers the IFLA [International Marketing Award](http://www.ifla.org/en/management-marketing/marketing-award) (www.ifla.org/en/management-marketing/marketing-award) to recognize libraries in the global community that develop and implement effective marketing programs, Presently I serve as Chair of the Jury of the Award. Award Applications for the year 2011 were announced in July on the IFLANET. The winner receives airfare, lodging and registration for participation in the next IFLA conference and a cash award of USD 1000. Off late, I have been attempting to have worldwide experts on library marketing to write for the blog. The first one by Christie Koontz was posted and later two more posts from colleagues from India and USA who are runner ups for the IFLA International Marketing Award-2010. These features of the blog have not gone un-noticed. The blog has been recommended as a part of readings in marketing classes at the Florida State University (USA) and Tallinn University(Estonia). It has so far been accessed from more than 80 countries. Evidently, the blog has been useful to professionals from around the globe for connecting, sharing and facilitating communication on the subject of library marketing.

As we are aware, mantra is a sound, syllable, word, or group of words that are capable of "creating transformation". My pursuit is to establish continuous dialog among library marketing practitioners and researchers from around the globe.

*1. Gupta, Dinesh K. et al, Marketing library and information services: International perspectives(Edited on behalf of IFLA), Munich: K. G. Saur*



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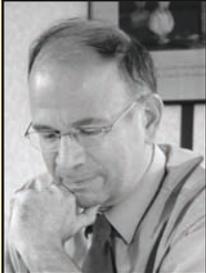


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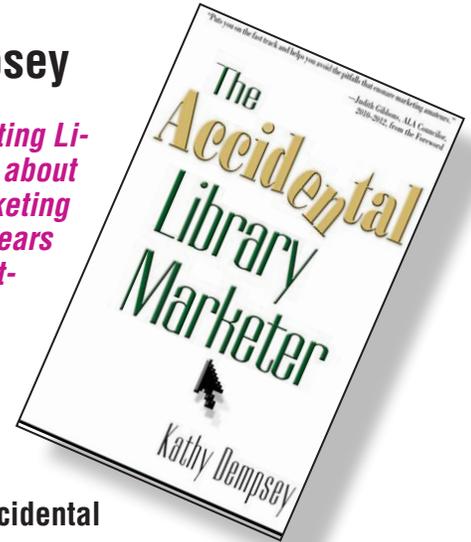
*“And while many libraries have become much more than information storage houses, a lot of people haven’t gotten that message. While info professionals are smart, wonderful individuals who love their work and who mean well, most of them don’t have any idea how to seriously promote their value. Yet this is something they desperately need to do to ensure their profession’s survival. That’s why I’ve made it my mission to help librarians learn the tenets of true marketing.” Kathy Dempsey <http://www.librariesareessential.com/kathy-dempsey/about-kathy-dempsey/>*

## Interview with Kathy Dempsey

*“As author of **The Accidental Library Marketer**, and as editor of **Marketing Library Services**, Kathy is truly passionate about libraries, and has featured the **IFLA Marketing Award in MLS** throughout the past nine years while editing my **Customer-Based marketing columns**.*

*I am so proud to offer the **M & M Section** this interview regarding her marketing publication.”*

*Christie Koontz*



### **Q: Kathy, tell us about your book, *The Accidental Library Marketer*.**

A: It was published by Information Today, Inc. as part of its “Accidental” series of books that is designed to help people do all those extra tasks they didn’t learn about in library school. My book is an A-to-Z guide that starts with the basics of marketing and promotion, then continues to include chapters on using demographics, writing marketing plans, working with the media, using websites for promotion, and more. The entire Table of Contents and Introduction are on my website ([www.LibrariesAreEssential.com](http://www.LibrariesAreEssential.com)) so people can see exactly what’s in the book before buying it.

### **Q: That sounds useful. What makes your book different from the other library marketing books that have been published?**

A: The first reason my book is different is that it discusses so many aspects of marketing, whereas many others are about only one topic, such as customer service or public relations. The most unique thing is that it explains, in depth, the actions that I have dubbed the Cycle of True Marketing. To be successful, there are 11 steps you should take when marketing a product or service. Most people who never studied marketing don’t know about the first steps, so they begin the process in the middle and that’s why their efforts can fail. Following all of the steps in the Cycle of True Marketing practically ensures success, so it is a promising solution. I created this Cycle for the library world after studying marketing for many years, and in the book I explain it in everyday language so you don’t need a Business or Marketing degree to understand it.

### **Q: So is this a book for beginners?**

A: It’s a great introduction for beginners (a recent review called it a “micro bachelor’s degree”), but it’s also quite useful for experienced people as well. That is partly because of the whole Cycle and partly because it in-

*Continued on pg 9*

cludes many tips, advice from other experts from around the world, and lots of examples of what other librarians have done. It's a good source of fresh ideas.

**Q: What type of librarian did you write it for?**

A: My book has something for everyone: public, academic, corporate, and special librarians. It even includes examples from solo information professionals. However, many things I cite came from public libraries because they are the most plentiful. The Cycle of True Marketing, however, works for any type of organization, and it is scalable in that you can spend lots of time and money on the steps or you can pare it down to a simple version if you have less resources.

**Q: What's your favorite part of the book?**

A: That would be the last chapter, the "fun stuff" as I call it. It includes snappy responses for the question, "Why do we still need libraries when we have the internet?" Everyone should have good answers for that question when it comes up, and I provide many examples to help people convince doubters that libraries matter now as much as ever.

**Q: How can people order the book?**

A: Anyone can read more info and reviews of *The Accidental Library Marketer* on my website, [www.LibrariesAreEssential.com](http://www.LibrariesAreEssential.com), which also links to the order site. Or they can go directly to the publisher's page, which is [http://books.infotoday.com/books/Accidental\\_Library\\_Marketer.shtml](http://books.infotoday.com/books/Accidental_Library_Marketer.shtml). It's also available from Amazon.com. And I understand that it will be turned into an e-book in 2011, which is very exciting!

## Ken Haycock, SC M&M member receives 2010 Beta Phi Mu Award

*Dr. Ken Haycock, Professor Emeritus and former director at the School of Library and Information Science at San Jose State University, was selected as the recipient of the American Library Association's 2010 Beta Phi Mu Award <http://www.beta-phi-mu.org/>.*

This annual award, donated by the Beta Phi Mu International Library Science Honorary Society, is presented to a library school faculty member or to an individual for distinguished service to education in librarianship.

Among his many professional activities with the American Library Association, Dr. Haycock served as chair of the National Steering Committee for the Congress on Professional Education and was a member of the Presidential Initiative Task Force on Education and Training, the Committee on Education, the Committee on Accreditation, the ALA Council and the ALA Executive Board. He has also been president of many national and international associations, including the Association for Library and Information Science Education and the Canadian Library Association. Dr. Haycock established and chaired the Awards Jury of the First International Forum on Research in School Librarianship, served as Director for North America of the International Association of School Librarianship and was the founding president of the Council for Canadian Learning Resources, initiating Canada's only national journal for the review of Canadian books and other media for young people. Dr. Haycock has published widely in the field of Library and Information Science education and is the recipient of several significant professional honors and awards, including the American Library Association Herbert and Virginia White Award for promoting the profession of librarianship, the Canadian Library Association Outstanding Service to Librarianship Award, the Canadian School Library Association Margaret B. Scott Award of Merit and, from the Association for Library and Information Science, its Service Award (2008) and the Award for Professional Contributions to Library and Information Science Education Award this year. At SJSU he built the world's largest e-campus in LIS with more than 3,000 graduate students and a unique partnership for doctoral studies with Queensland University of Technology in Australia.

He is also senior partner at Ken Haycock & Associates, Inc., which works with organizations to build capacity for leadership, collaboration and advocacy.



*Ken Haycock*

## Adopt a Student Article:

### Featuring US Student Nicole Stroud and M&M SC Member Christie Koontz

*Adopt a student program is about a year old-read about one student's experience*

Adopt a student provides "Open Access to IFLA & IFLA's network!" The goal is to draw Library and Information Science (LIS) students' attention to IFLA through sponsoring a 1 year free IFLA student membership. The idea is that private and/or company sponsors play the role of LIS students' mentors through taking over the fee for a 1 year student IFLA membership.

Read the article: *IFLA SET Bulletin*, <http://www.ifla.org/en/publications/newsletter-set->

## IFLA Management & Marketing Section Annual meetings of the Standing Committee 2010

**Venue:** *Swedish Exhibition and Congress Centre (Svenska Mässan)*

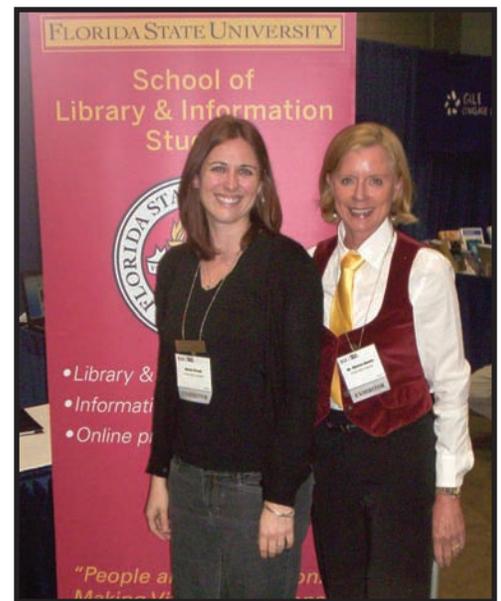
**Time:** *Tuesday 10 August 2010, 8:30-11:20 (room G2) and Sunday 15 August 2010, 9:45-11:15 (room G2)*

### **MINUTES SC meeting I+II:**

SC-Meeting I: Present section members: Antonia Arahova (Greece), Raymond Berard (France, acting chair), Judith Broady-Preston (UK), Trine Kolderup Flaten (Norway), Dinesh K. Gupta (India), Børge Hofset (Norway), Agneta Holmenmark (Sweden), Christie Koontz (USA), Päivi Kyömäki (Finland), Madeleine Lefebvre (Canada), Perry Moree (The Netherlands), Lena Olsson (Sweden), Réjean Savard (Canada), Grace Saw (Australia), Steffen Wawra (Germany, acting secretary), Ruth Wuest (Switzerland)

**SC-Meeting I:** Observers: Frederick Baada (Ghana), Sue Corey (Canada), Andreas Degkwitz (Germany), Maryke Dewaerheyt (The Netherlands), Odile Dupont (France), Els van Eijck (The Netherlands), Albert K. A. Finn (Ghana), Kelebogile Kgabi (Botswana), Claire Lebreton (France), K. Mshan (India), Joseph Ndinoshiho (Namibia), John Bosco Ntungirimana (Burundi), Rose N. Pinchilas (Haiti), Milvia Priano (Belgium), Deva E. Reddy (USA), Rebecca Seriola (South Africa), Claire Smith (Northern Ireland), Melanie Surkan (Germany), Cecile Trevion (France), Lorraine Waitman (USA)

**SC-Meeting II:** Present section members: Raymond Berard (France, acting chair), Judith Broady-Preston (UK), Trine Kolderup Flaten (Norway), Dinesh K. Gupta (India), Børge Hofset (Norway), Agneta Holmenmark (Sweden), Christie Koontz (USA), Mad-



Nicole Stroud and Christie Koontz

eleine Lefebvre (Canada), Réjean Savard (Canada), Grace Saw (Australia), Steffen Wawra (Germany, acting secretary)

SC-Meeting II: Observers: Sue Corey (Canada), David-Georges Picard (France), Claire Lebreton (France)

- Opening and confirmation of agenda  
The agenda was approved.

- Apologies for absence  
Apologies have been received from Ludmila Zaytseva, Nadia Temmar, Lena Olsson, Angels Massísimo i Sanchez de Boado, Ken Haycock, Chao Chen and Shu Fang.

- Minutes from mid-year-meeting in The Hague, 26-27 February 2010  
The minutes were approved.

- Report from the M&M Chair and Secretary  
The Chair pointed out, that the Information and Communication Strategy of M&M is very important for a successful work of the Section. The informations about the M&Ms activities and the informations for the Section members and for the whole IFLA community are one of the core activities of the Standing Committee. We see a rapid increase of Web 2.0 applications, particularly wikis, blogs and podcasts. The Chair suggested to use these tools for the virtual collaborative work of M&M.



Gothenberg, Sweden

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# World Library and Information Congress: 78th IFLA General Conference and Assembly

*“Libraries Now! - Inspiring, Surprising, Empowering”*

*11-16 August 2012, Helsinki, Finland*

*Minutes continued from pg 9*

The chair reported on the proposal to liaise with LIBER (Ligue des bibliothèques européennes de recherche – Association of European research libraries), Steering Committee on Organisation and Human Resources: a seminar on “Human Resources and the Library top Management” is planned.

- Report from M&M Information Officer and Group see 10. M&M Information strategy

- Information from last Professional Committee: report from Raymond Berard from information received from PC

The Chair reported on decisions about the practice of Pre-conferences from IFLA’s Professional Committee:

many of Pre-conference activities we perform have to **overcome the enormous** obstacle of **distance**. The Professional Committee decided not to have more than 6 hours by plane between the city center of the General Conference and the the city center of the Pre-conference.

no more than 2 or 3 days between pre-conference and general conference – IFLA don’t want to loose participants to the General Conference.

if the pre-conference should be organized in co-operation with an other indepent organization, an explicit consent of IFLA is needed.

- Pre-conference in Stockolm, August 7-8, “Marketing Libraries in a Web 2.0 World”: report from Réjean Savard

Réjean Savard, chair of scientific committee, reported on this successful pre-conference with 75 attendees. All presentations will be posted on web site. The papers will be published as IFLA publication. The chair of M&M also thanks the chair of local organization, Eva Enarson, and her team.

- M&M programme in Gothenburg

- Programme for Gothenburg in cooperation with Academic and Research Libraries: “Reconstructing library services in challenging times” (13 August, 9:30-12:45): report from Trine Kolderup Flaten: Madeleine Lefebvre will moderate the session.

- Programme for Gothenburg in cooperation with Management of Library Associations, Library Theory and Research, Education and training, Statistics and Evaluation, LIS in developing countries SIG: “Towards national library strategy: opening up access to research”. Part 1: “Improving library advocacy” (12 August, 9:30-12:45); Part 2: “Looking for relevant research”; Part 3: “Bridging advocacy and research: a joint agenda for filling data gaps, training research skills and enhancing visibility”: the joint session is well prepared, but the selection of papers was very difficult: Do all papers hit the criteria? The high number of organizing sections seems to be a problem.

- International Marketing Award: report from Dinesh K. Gupta

**First place** was awarded to the Learning Resource Centre (LRC), Indian School of Business, Gachibowli, Hyderabad, Andhra Pradesh, India. 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

*Continued on pg 12*



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## **Not Pictured**

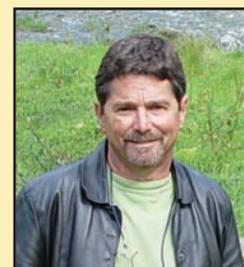
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Newsletter  
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InfoWatch.” This umbrella product offers personalised access to all stakeholders’ facts and figures to update their knowledge in selected relevant areas.

**Second place** was awarded to Gail Borden Public Library District, Elgin, IL, USA. The second place winning slogan is “StoryTubes: Kids Go Live With Books.” Youth and their favourite 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.

**Third place** was awarded to the University of Bergen Library. The third place winning slogan is “The Magic of the Library-a presentation of the University of Bergen library.” The first place winner will be announced officially at the IFLA press conference on August 12.

Dinesh reported the duties of the members of the Jury of the IFLA International Marketing Award. The chair thanks Dinesh and the Jury for the excellent work.

- M&M Information strategy

The summary after the discussion is: Christie Koontz very kindly accepted to be our web editor/information coordinator. Our section was the last one without a web editor! She will be assisted by Claire Lebreton, a young colleague from Bibliothèque publique d’information (Paris) who is very interested by our activities. The decision was made to have a regular publication of the Newsletter (2 issues a year: February and August). The chair asked all members and friends of M&M to send Christie information on what’s going on in your country to make the Newsletter attractive to potential members.

- Conference programme for San Juan, 13-18 August 2011: theme and collaborations

Some ideas of themes are offered and discussed: “Current and/or emerging issues in Library Advocacy”, “How do we manage a library without physical content?”, “Think about the new generation of Library managers”, “Innovative policies and tools – a vision for the new decade in Libraries”, “Reconstructing the Libraries – Managing Libraries in 2020”. The guests from Ghana pointed out that we should not forget the developing countries.

The proposed topic for San Juan: „Vision 2020: innovative policies and tools“. Scientific committee: Grace Saw (coordinator), Madeleine Lefebvre, Judith Broady-Preston. Academic libraries section is interested to partner with us.

Milvia Priano suggested to plan a pre-conference on statistics. The decision was made to organize a Satellite meeting in 2012 based on statistics with a strong connection with management and marketing efforts.

The Proposed topic: „ Library’s efficiency, impact and outcomes: statistical analyzes and other methods as tools for management and decision making“ (title to be confirmed)

- Venue: Turku, Finland

- Date: 9– 10.8.2012 (One day seminar, get together party the evening before)

- Co-sponsors: Management and Marketing, Statistics and Evaluation and Academic and Research Libraries Sections

- Main organizer: Markku Laitinen, Planning Officer, National Library of Finland.

- Organizing group in Finland: Päivi Kytömäki, Oulu University; Jarmo Saarti, UEF Kuopio; Kristiina Hormia-Poutanen, National Library; Ulla Nygrén, Turku University

- Revised Strategic Plan 2009 - 2011 and the new IFLA strategic plan 2010-2015

The chair suggested to have a brainstorming session during the section dinner. The secretary will give some input for the discussion. After a very productive working dinner, we produced a draft updated strategic plan. We also need to identify up to 3 ac-

tions based on the IFLA priority activities by October. IFLA strategic plan is available on: <http://www.ifla.org/files/hq/gb/strategic-plan/2010-2015.pdf>

Please note, the Management & Marketing Section Strategic Plan 2010 – 2015 is now available: <http://www.ifla.org/files/management-and-marketing/strategic-plan/2011-2015.pdf>

- Recruitment activities

The chair pointed out that 2011 will be an election year at IFLA.

- 10 of us will end their first term in 2011: Shu Fang, Ken Haycock, Christie Koontz, Päivi Kytömäki, Ludmila Zaytseva, Lena Olsson, Réjean Savard, Grace Saw, Ruth Wuest, Raymond Bérard

- 3 of us will end their second and last term: Dinesh Gupta, Trine Kolderup Flaten, Steffen Wawra.

Calls for candidates by IFLA HQ: October 2010. We must find potential candidates for the 3 vacant positions. (hoping that those who end their first term will stand for election!)

- Hannelore Rader retired in December 2009 and will have to be replaced.

- Date and venue for Mid Year Meeting 2011: decision

Antonia confirmed her proposal to host us in Athens.

Dates: Friday 25 - Sunday 27 February 2011 (+ Thursday 24 for Award jury, to be confirmed)

- Friday 25 February morning: Standing committee meeting afternoon: library visit

- Saturday 26 February: standing committee meeting

- Sunday 27 February morning: museum visit

- Any other business

Réjean Savard organizes a satellite meeting in Martinique in 2011: Francophony, libraries and sustainable development 10-12 August 2011 (with IAFBD and PAC).

**Recorder: Steffen Wawra**