

# Expo Pavilion

Come attend the Expo Pavilion, which is located in the Exhibition Hall of Suntec, to hear from the Singapore libraries and industry players on their various initiatives and related products.

From mobile apps to digital content, discover new ways to reach out to new users for your libraries.

**Monday, 19.08.2013**

**10:00 – 10:45**



## SAGE Publications

**Title:** Working together: navigating the changing scholarly landscape

**Speaker:** Rosalia da Garcia

**Description:** The internet is changing how we find and consume information, with social media, mobile access, and new online publishing tools all offering new opportunities to publishers. Rosalia will describe research that shows how students' and researchers' reading habits are changing, and how SAGE is innovating its publishing to respond to these trends. Rosalia will also share information on the ways SAGE is supporting the library community and how in partnership publishers and libraries can navigate through these changes together.



**11:00 – 11:45**



## Singapore Polytechnic

**Title:** Go! MobilExp – Mobile Learning Experience

**Speaker:** Melisa Ong

**Description:** Singapore Polytechnic (SP) Library has rolled out innovative services and features to enhance the mobile learning experience of our students. Library-on-the-Go! is a mobile web service that provides a suite of express services for busy students and staff on the move. "Bring your mobile, download e-books" events allow our users to learn how to download and read e-books easily, guided by library staff. For users without e-book readers, loans are available for them and they can also explore features in mobile devices at kiosk stations located at the SP Main Library and Hilltop Library.

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**Title:** Da Vinci and Design Thinking

**Speaker:** Goh Beng Hwee

**Description:** Da Vinci level at the Singapore Polytechnic Library offers a whole new experience for students. It is popular for the ambience lighting, cozy and unique furniture, and specially designed spaces such as exhibition gallery showcasing students' projects, a media viewing area, elevated chill-out platform with Lego construction sets for playful imagination, a classic Harry Potter study area, and a series of creative hubs for group work. In addition, tables and walls are writeable in the learning pods and the Drawing Room to promote collaboration and project discussion. Applying Design Thinking method, the floor was a co-creation project by the students and lecturers from the School of Architecture and the Built Environment, together with the Librarians to meet the varied needs expressed by many students.

12:00 – 12:45

## Goethe Institut

**Title:** Innovation Made in Germany

**Speaker:** Klaus Ceynowa (Bavarian State Library), Lars Svensson (German National Library), Ulrich Hagenah (Hamburg State and University Library Carl von Ossietzky), Margret Plank (German National Library of Science and Technology)

**Description:** Find out more the new innovations from Germany's libraries. Presentations include: "Augmented, Location Based, Touchless, 3D: Library Content in Digital Life"; "Semantic Web and Linked Data"; "HamburgWissen Digital - A Gateway for Regional Information in Northern Germany"; and "Strategies beyond Text: Competence Center for non-textual Materials at the TIB".

13:00 – 13:45



## Singapore Management University

**Title:** Research Skills Boot Camp: Equipping Students with the skills to survive in the wild

**Speaker:** Charlotte Gill

**Description:** Legal Internship is an integral part of legal education and is the first brush that a law student has with the legal profession outside the comfortable environs of law school. Since the inception of the law school at Singapore Management University (SMU) in 2007, law students are required to complete a 10 week compulsory internship as an essential part of their legal training pedagogy. The internship is intended to acquaint students with the practical workings of the

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legal system and the realities of law practice in the private and public sectors. The consistent message that we have received from practitioners over years has been that it is of utmost importance that law students are equipped with strong research skills. To address this need, the Li Ka Shing Library at SMU designed and conducted a series of legal internship prep sessions for law students. While participation in the sessions is voluntary, the sign up and attendance rates that we have seen have been very high- 100 percent registration (all available spots taken up) and 86 percent attendance. The primary aim of the sessions is to refresh the legal research skills of law students at the point of need – just before they begin their internship.

14:00 – 14:45



## Telelift

**Title:** Media Transport and Tracking in modern Libraries

**Speaker:** Winfried Oberstadt (Head of Sales)

**Description:** Automated transport systems optimize the general functioning of libraries, improving service quality and enhancing usage by library-users through speeding up the availability process. Additionally, with an automated system, library staff can devote far more of their time to advisory tasks, the needs and requests of library-users instead of dealing with book transportation and associated processes manually.

15:00 – 15:45



## National Library Board Singapore

**Title:** NLB Mobile Strategy- The Journey So Far

**Speaker:** Liao Yi Chin and Chua Lay Lian

**Description:** While children use the library services extensively, National Library Board (NLB) observed the tendency for the teenage and young working adult segments to frequent the libraries less. They are savvy mobile users and are 'always-on'. The launch of Library in Your Pocket (LiYP) in 2009 marks the start of NLB's mobile strategy in re-engaging this missing demographic segment and others. As the technology and trend changes, NLB aims to turn the challenges of the mobile platform into opportunity to reach out and offer better services to the public, such as the launch of MobileRead a mobile app for reading. With a mobile strategy in place, NLB seeks to continue to serve mobile-savvy generations, supporting their on-the-go and 'instant gratification' lifestyle.

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**Mb nano-Tensilogies Pte Ltd**  
The art of preservation and conservation

## Mb nano-TENSILOGIES PTE LTD

**Title:** Technological Advancement for Preserving Memories and Disaster Recovery – Protection Barrier for Library and Archive Collections

**Speaker:** Osborne Oh, Senior Manager (Business Development)

**Description:** This product demonstration is an illustration of how evolving modern technologies, such as nano-technology, can transform the preservation landscape for library and archive collections. This nano-technology can offer exciting opportunities on strengthening and protecting the collections against floods, mould, chemicals and corrosion. Our program includes the following:

Company Profile – A Nano-Technology Vendor

Protection Barrier by Nano-Technology

Barrier Properties that are suitable for Preserving Memories and Disaster Recovery (Demonstrations)

Our Experiences with Library and Archive Collections (Media Archive)

Feedback – Exploring more ways to Preserve Memories

Tuesday, 20.08.2013

10:00 – 10:45



## Zeutschel

**Title:** Zeutschel's Solution Portfolio for Digitization Projects

**Speaker:** Michael Luetgen, Sales Manager Software Solutions

**Description:** The hard- and software products of Zeutschel for the implementation of successful digitization projects. An overview about the appropriated scanners and combined workflow software for planning, monitoring, controlling, metadata creation and presentation. Integration in Library software environment and project examples.

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11:00 – 11:45



## EBSCO Information Services

**Title:** Beyond the Single Searchbox.

**Speaker:** Tim Colvey, Vice President of Sales, Australia, New Zealand & Southeast Asia

**Description:** EBSCO Discovery Service(tm)(EDS) takes research to the next level through a perfect combination of content and technology, taking into account all of the critical elements in the research process, and changing the expectations of how a discovery solution can and should address the needs of its users. If discovery can assure a single search of the library's collection and beyond, the next level is assuring the best possible results are presented. This session looks at the factors that go into making a Discovery Service an encompassing, yet viable for faculty and the highest level of researcher, so librarians can be confident that discovery has them on the best path.

12:00 – 12:45



## National University Singapore

**Title:** NUS Libraries – Engaging Students with Social Media

**Speaker:** Georgiana Glass and Umarani Jayapal

**Description:** In a world where students are more often seen with a mobile device in their hand rather than a book, NUS Libraries decided to reach out to students on a level where they could get their attention. Realizing that traditional methods such as email blasts and posters were not grabbing the attention of the students, we decided that we would communicate with them in their own world, the virtual world. NUS Libraries has been engaging users through various social media channels with good results. Hence, we are constantly exploring new ways to extend our virtual reach to users via these social media platforms such as Facebook and Twitter. In 2012, NUS Libraries explored the use of Facebook Memes and Foursquare, as new avenues to engage its users. It held a Meme Contest, encouraging users to send in library related memes. It also carried out a series of activities on Foursquare, a location based social networking site allows users to “check-in” and share their location and tips with friends. This presentation will describe the implementation of the Meme contest and the various Foursquare “Specials” in our different library branches. Reactions from users and the lessons learnt would also be touched on.

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12:45– 13:45



## IFLA Awards Presentation

- Title:** IFLA Awards Presentation
- Speaker:** Josche Ouwerkerk, IFLA Manager Conference and Business Relations
- Description:**
- 11th IFLA International Marketing Award
  - ARL attendance grant by SAGE/Ex Libris
  - The IFLA/Brill Open Access Award
  - IFLA/ekz LIS Student Paper Award
  - 2013 CILIP/IFLA Aspire Award
  - Dr. Shawky Salem Conference Grant
  - Naseej Conference Grant

14:00 – 14:45



## Decision Solutions Pte Ltd

- Title:** Learn how libraries can optimize their limited resources to meet ever changing needs of their patrons
- Speaker:** Sim Cheng Hwee & Yee Wai Fun
- Description:** Saddled with problem of budget and space constraints or what optimal mix of books to maintain a healthy loan collection? Decision Solutions has a multitude of ways to help empower Librarians to systematically plan and develop their collections while recognizing various parameters and constraints in the Library environment.

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15:00 – 15:45



## IFLA Publications

- Title:** IFLA Publications: What's new?
- Speaker:** Mike Heaney and Alice Keller, and others.
- Description:** At this sessions editors and authors of recent IFLA Publication volumes are given an opportunity to present their publications. Following a brief presentation, participants have the chance to meet with editors and authors an enjoy light refreshments.

Wednesday, 21.08.2013

10:00-10:45



## OCLC

- Title:** Improved efficiency and better Web visibility for libraries with OCLC's WorldShare Strategy
- Speaker:** Dénélise 'L'Ecluse, Director of Sales & Services, OCLC Europe, Middle East and Africa
- Description:** Dénélise L'Ecluse talks about how the OCLC cooperative helps libraries worldwide to become more efficient and visible on the Web. She will give an insight on how OCLC's services around WorldCat; the world's largest database of bibliographic data, and sharing work created WorldShare, a network for innovation that is rapidly growing every day. Using electronic, digital and print is now a commodity for libraries, WorldShare Management Services as part of the network help libraries to work more efficiently in an integrated environment.

11:00 – 11:45

## IFLA

- Title:** Industry Debriefing