



International Federation of Library Associations and Institutions

Management & Marketing Section Newsletter

2010, August, No. 21

Management & Marketing at IFLA 2010

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



World Library and Information Congress:
76th IFLA General Conference and Assembly,
10-15 August, Sweden



Session 87, 12 August 2010,
09:30 - 12:45 | Room: F4-6

Session 97, 12 August 2010,
13:45 - 17:00 | Room: F4-6

Session 106, 13 August 2010,
09:30 - 12:45 | Room: Congressen Hall | SI

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)

- **UK Research Reserve: a shared service in the UK**
DEBORAH SHORLEY (Library Services, Imperial College London, London, United Kingdom)
- **Innovative strategies in larger public libraries in Europe**
LIV SÆTEREN (Oslo Library, Oslo, Norway)
- **Reconstruction@Maklib with minimal resources**
MARIA G. N. MUSOKE (Makerere University Library, Kampala, Uganda)

Marketing Libraries in a Web 2.0 World

Stockholm August 7th and 8th 2010

The International Federation of Library Associations and Institutions (IFLA) and the Management and Marketing Section, in collaboration with the Stockholm University Library, are organizing a pre-conference and satellite meeting in Stockholm, the Capital of Sweden, in August 7th and 8th 2010. This is held in conjunction with the IFLA annual conference, which takes place in Gothenburg, Sweden, the following week.

Marketing the 21st century library and information organization to its 21st century customers using Web 2.0 tools is a "hot topic". This satellite meeting will focus on the marketing applications and aspects (not technical), of Web 2.0.

Last day of registration is May 31st 2010, and payment must have been received by Stockholm University no later than June 15th 2010. Last-minute registration is possible from June 1st to July 15th 2010 at a higher cost and payment must have been received by Stockholm University no later than July 30th 2010. Registration is binding but may be transferred to a colleague.

Information about registration, prices and programme can be found at www.sub.su.se/iflamarketing

Let's meet in Stockholm!

STOCKHOLM UNIVERSITY LIBRARY
www.sub.su.se



Many thanks to our sponsors:



Programme

At Stockholm University, Sweden
Lecture hall: Nordenskiöldsalen at the Geological department

Saturday August 7

8.30 Registration opens

9.30 **Opening and welcome:** Wilhelm Widmark, Deputy Library Director, Stockholm University Library (Sweden)
Eva Enarsson, Chair, Local Organisation of the Satellite Meeting and Head of Information and Public Relations, Stockholm University Library (Sweden)
Réjean Savard, Chair, Satellite Meeting Scientific Committee and professor, Université de Montréal (Canada)

10.00 **Coffee-break**

10.30 **Web 2.0 and marketing: general concepts**
Moderator: Christina Tovoté, Stockholm University Library (Sweden)

Olivier Le Deuff, Université Lyon 3 / Prefics-cersic, Université Européenne de Bretagne (France)

The Library 2.0: origins of the concept, evolutions, perceptions and realities

Tanja Mercun and Maja Zumer, University of Ljubljana (Slovenia)
Making Web 2.0 work for users and libraries

Jean-Pierre Diouf, Council for the Development of Social Science Research in Africa, Dakar (Senegal)
The marketing of libraries supplanted by Web 2.0: myth or reality?

12.00 **Lunch**

13.45 **Adopting Web 2.0 strategies**
Moderator: Lena Olson, Stockholm University (Sweden)

Heather Lea Moulaison, University of Ottawa (Canada) and Edward M. Corrado, Binghamton University (USA)
Marketing Libraries in a Web 2.0 World

Olivier Charbonneau, Concordia University (Canada)
Using the Collaborative Document Management Framework to develop Web 2.0 marketing strategies for Libraries

Lisa Janicke Hinchliffe, University of Illinois at Urbana-Champaign (USA)
Innovation as a Framework for Adopting Web 2.0 Marketing Approaches

15.15 **Coffee-break**

15.45 **Marketing with web 2.0 and the client**
Moderator: Daisy MacAdam, Université de Genève (Switzerland)

Lionel Dujol, Médiathèque du Pays de Romans (France)
Web 2.0: new users in the Library?

Li-Ping Ku, Library of City University, Hong Kong (China)
Creating and Using Personas for Library Service in Web2.0era – a Case Study of the Chinese Academy of Sciences

Yamina Benhaouya, University of Oran (Algeria)
The impact of CMR2 in the public library

17.15 **End of sessions**

17.30 **Social evening at Stockholm University Library**

Sunday August 8

8.30 **Registration**

9.00 **Case studies**
Moderator: Perry Moree, Koninklijke Brill NV (Netherlands)

Rajesh Singh, School of Library and Information Management, Emporia State University, (USA)
How tangible your library is in digital environment? Implications for creative marketing strategies for online community

Nadia Temmar, École Supérieure de Banque, Algiers (Algeria)
Reunion with the users in Algiers over the web 2.0 at the Ecole Supérieure de Banque

Rudolf Mumenthaler, ETH-Bibliothek, Zurich (Switzerland)
Library Marketing 2.0: Experiences of the ETH-Bibliothek with Social Media

10.30 **Coffee-break**

11.00 **The value of web 2.0 tools in marketing libraries**
Moderator: Eva Enarsson, Stockholm University Library (Sweden)

Lisa Janicke Hinchliffe, University of Illinois at Urbana-Champaign (USA) and Megan Oakleaf, Syracuse University (USA)
Marketing Web 2.0 Library Services through the Framework of the "Value of Academic Libraries" Research Project Findings

Mamadou Diarra, École des bibliothécaires, documentalistes et archivistes, Dakar and Amadou Samb, Bibliothèque de l'Université Cheikh Anta Diop, Dakar (Sénégal)
Web 2.0 tools and the marketing of libraries: the case of Africa

Åke Nygren, Project Manager, Kista Idea Lab at Kista Library/Learning Center (Stockholm Public Library system) (Sweden)
Kista Idea Lab - Building a Global Social Media Community for User Driven Innovation

12.30 **Lunch**

14.00 **Library Visit: Information to come.**

15.30 **International perspectives**
Moderator: Dinesh Gupta, Vardhman Mahaveer Open University, Kota (India)

Djibril Diakhaté, École des bibliothécaires, documentalistes et archivistes, Dakar (Sénégal)
State of the art in the use of social web Tools in the promotion of libraries in Africa.

Moreno Barros, University of Rio de Janeiro (Brazil)
Brazilian librarians and Twitter

Bentenbi Chaibdraa Tani, University of Oran-Essen (Algeria)
Towards a visibility of Algerian libraries in the era of social media

17.00 **Conclusion and synthesis**
Moderator: Raymond Béard, Chair, Management and Marketing Section, IFLA (France)

Christie Koontz, Florida State University (USA)

19.00 **A guided sight seeing tour of Stockholm city by boat.**

www.sub.su.se

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 personalised access to all stake-holders' 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.

LRC also supports ongoing reference queries to assure and retrieve quality content for student projects. Congratulations to the LRC for its user-centric approach and innovative product line of information tools for the 21st century business student. 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 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. This North American project is intended to go global. Googling already returns 27,000 links!.

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.

The first place winner will be announced officially at the IFLA press conference, time and place to be announced. Second and third place winners will be announced also and awarded with distinctions.

Criteria and Applications

For this eighth award, applications were available on the IFLA Website. Altogether there were 26 applicants from 13 countries including Australia, Canada, Chile, China, Colombia, India, Korea, Lithuania, Nigeria, Norway, Russia, Switzerland, USA.

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.

Mark Your Calendar!
Management & Marketing
Section Meetings in
Gothenburg:

The first Section SC meeting will take place on Tuesday 10 August 2010 from 8:30-11:20 (room G2). The second Section SC meeting will be scheduled on Sunday 15 August 2010 from 9:45-11:15 (room G2)

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:



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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 LK 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