

Internet Librarian International Conference

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By Birgit Bauer, Bauer Business Research, Austria

The ILLI is an interesting international event for librarians and information professionals, with speakers and delegates from all over the world. With more than 300 participants from 26 countries and some 60 lectures and case studies on current developments, it was again a stimulating conference with food for thought and one of the rare opportunities in Europe to meet other AILPers.

Innovative libraries and library services

Kate Torney, CEO of the State Library of Victoria, Australia, was the keynote speaker, with “Making a Noise About a Quiet Revolution.” She presented her library, a beautiful, just renovated Victorian building dating back to 1854, and her concepts. For example, she discussed the library’s focus on outstanding design, private funding, marketing and PR, special services for individual user groups like children or entrepreneurs, and more. For inspiring examples of how inviting, beautiful, and lively a museum library can be, see [State Library Victoria](#), a series of YouTube videos.

Many of the case studies showed how modern libraries not only survive, but also work successfully. Representatives from British, Swedish, and American libraries described the makeover of their buildings, how ideas and experiences of users had been included in the concepts, the hurdles during execution, and finally the approval of their customers. Before-and-after photos illustrated the improvements. The Danish Allerød and the British De Montfort University library are always open, 24/7. After the challenges of the transition phase and staffing, nighttime self-service hours, early morning cleaning, and “noticing the small stuff” helped make the always-open library an asset.

Advertising, advertising, advertising

One of the key takeaways of this conference for me was that librarians and information professionals need to be proactive and market their services—and that they do. A paradigm shift. Two tracks dealt with marketing and PR: “Content Creativity” and “Marketing the Library.”



One of the PR tools used by libraries, companies, and professionals is content curation—gathering information relevant to a particular topic, editing it, and publishing it. Deborah Kyburz, ETH Library, Switzerland, presented ETH’s multimedia storytelling and content-marketing platform Explora, launched two years ago to attract new user groups, and she addressed the whys, hows, and lessons learned. Andy Tattersall, University of Sheffield, Great Britain, presented his app hacks, discussed how he curates educational apps, and gave hands-on tips on how to create similar short videos yourself. Phil Bradley, Internet Consultant and ILLI co-chair, Great Britain, as well as Arthur Weiss, Market Intelligence Consultant, Great Britain, shared curation tools, including Scoop.it, Nuzzle, Paper.li, Pearltrees, and Storify.com.

It was exciting to hear that a university library in Ireland and the Library Association of Ireland’s “Librarians Aloud” initiative broadcast a radio music show and podcasts reporting on the latest news from the libraries.

Search and more...

As part of the search track, Marydee Ojala, editor-in-chief of *Online Searcher* and ILLI co-chair, reminded us of professional search techniques. A panel discussion chaired by Terence Huwe, United States, addressed the post-fact information landscape and how internet librarians can deal with it. Ingeborg Hjorten, a researcher at the Norwegian Broadcasting Corporation, reported on her work at *Faktisk*, the joint fact-check initiative of several media during this year’s election campaign in Norway.

The last focus area I will cover concerns “New Scholarly Communications,” with lectures on the changing role of librarians, how modern research cycles can be supported, new university presses, reference management software, and more.



Birgit Bauer is the owner of Bauer Business Research. She is a veteran Information Professional in Austria and a long-standing member of AILP.



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