

For immediate release
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**Internet Librarian International -
Staying relevant to today's climate**

Internet Librarian International - the innovation and technology conference for information professionals - announces its 2010 programme this week. The conference and its popular Sponsor Showcase takes place in London on 14 & 15 October 2010, with a range of half-day workshops preceding the event on Wednesday 13 October.

Under the theme "Get Real. Stay Relevant", the event's busy programme promises coverage for every type of information environment within its 6-track schedule. In the opening keynote, ***What would Socrates Say?*** Robert Rowland Smith, philosophy author and consultant, brings a unique perspective to how information managers can use philosophy in their professional roles.

In a second keynote, **Getting Real about Social Media**, social media advocate Hazel Hall of Edinburgh Napier University, unveils the hidden potential of social media for information professionals and shares her tactics for exploiting social networks.

In a range of practical sessions over two days, information trends and techniques are emphasised providing valuable instruction for those seeking to improve performance and heighten awareness of the services they offer in their roles as information managers and users. This includes:

- **Relating value to price and budget** to justify departmental performance
- **Monitoring and maximising organisational impact** – measuring the success of professional initiatives and activities
- **Social and mobile tools** – how to adopt and customise
- **Hot topics in innovation** – what's trending, and what isn't
- **Induction, instruction issues** – introducing users to information services
- **Digital services for customer satisfaction** – monitoring and improving the impact of digital services

"At Internet Librarian International our job is to inform and educate our attendees." Comments Programme Co-Chair, Marydee Ojala, "It's not just about enhancing knowledge by providing them with a professional learning experience, but we also aim to improve their value to their organisations."

"We do this by providing practical and relevant guidance, how-to tips, and resources for our delegates to take home and implement in their own environments, and in today's continuing climate it's important that those tools are appropriate and cost-effective, regardless of the information setting."

Over 50 speakers from around the world will present at this year's Internet Librarian International, representing a variety of industry sectors, including government, health, education, business and law. If recent attendance patterns are repeated, they are expected to address delegates from over 30 countries.

Internet Librarian International once again enjoys the support and endorsement of CILIP – the UK's Chartered Institute for Library and Information Professionals – and offers all CILIP members a generous discount to attend the event.

"CILIP members can benefit both by participating in the conference and qualifying for an exclusive discount that reduces the delegate fees by 20%", says CILIP Enterprises MD John Woolley.

" This year's 'Get Real, Stay Relevant' theme will resonate with librarians and information professionals in the UK and across the world as they brace themselves for cost cuts and revenue reductions resulting from tough Government action to restore their economies to good health ".

In addition to freezing conference registration prices for the second year running, organisers Information Today are also offering 'early bird' registration prices and 40% colleague discounts - meaning that organisations benefit greatly from sending more than one delegate to Internet Librarian International in October. Full programme and discount details are available at www.internet-librarian.com

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Editor's Notes

Internet Librarian International 2010
14 & 15 October
Workshops 13 October
Novotel London West, London, UK
www.internet-librarian.com

- Now in its 12th year, Internet Librarian International helps information professionals to understand and embrace the impact of technological change in their environments, leveraging and exploiting the value of the internet.
- Internet Librarian International is supported by a parallel Sponsor Showcase; an informal exhibition of products and services by the event's sponsors – global information product and service vendors.
- Internet Librarian International is produced by Information Today, a leading publisher and conference house providing print, online and events resources for librarians and information users at all levels: www.infotoday.com