



Speakers' Biographies and Abstracts

E4Enterprise: Understanding your customers' future needs.

Jan Wilkinson, *University Librarian and Director of the John Rylands University Library*

Ever since the early take-up of the internet, people have speculated about what this will mean for the future of libraries. How will our profession succeed in retaining a sizable customer-base in a world in which information of all kinds is only ever a few clicks away? Tiresome though it may be to keep hearing this, we might also agree that the challenge is fair, and probably represents the loudest wake-up call in the history of our profession.

Our ability to respond to the challenge of our survival rests on many things. Jan's presentation concentrates on one of the most significant of these – the importance of finding new ways to understand our customers better to inform the development of services which will be relevant and used. Drawing on recently published research findings, Jan also highlights some of the changes in user behaviour since the birth of the web, the right services, now and in the future.

Biography

Jan is currently University Librarian and Director of the John Rylands University Library (JRUL), The University of Manchester. She has over 20 years experience at senior management level, in nine different posts, including the University of Leeds, the London School of Economics and the British Library. Jan joined the JRUL in January 2008. Prior to joining the JRUL, Jan was a member of the Senior Leadership Team of the British Library (July 2004) in a newly created role of Head of Higher Education. Prior to this she was University Librarian and Keeper of the Brotherton Collection at the University of Leeds, where she was responsible for the leadership and development of the library, with a particular emphasis on the direction of organisational change.

Waves of Innovation: Signposts to a new web of information.

Richard Wallis, *Technology Evangelist, Talis*

Waves of information technology have been washing over us since the introduction of mainframe computing back in the 1960s. Talis can trace its heritage back almost forty years to a library cooperative cataloguing initiative hosted on a university mainframe. Unlike their ocean equivalents, these waves tend not to wash away everything, but build upon what went before. For example, those core records catalogued all that time ago are still relevant and used in library systems and Web 2.0 style mashups today.

Phenomena such as Wikipedia, Google Maps and Facebook demonstrate the power in

linking people, documents and services across the web, but we are only scratching the surface of possibilities. Today's links are just simple links between documents with little or no context that can be derived from them. It is in this area of linking in context that we see the signposts towards the next wave of innovation, building on the mashup and social networking elements of Web 2.0 towards a powerful Web of Data.

Biography

Apart from the odd diversion in to the live music industry, Richard has thirty five year plus career in the computer information industry. The last eighteen of which has been with the UK's leading Library Technology Company, Talis. His professional experience, coupled with his passion for, and involvement with, new and emerging technology trends, gives him a unique perspective of the issues challenging librarians, and Information professionals today. Richard was in at the birth of several major system developments, as architect, research and technical lead. As Technology Evangelist at Talis, he is at the forefront in promoting, explaining, and applying new and emerging web and semantic web technologies in the library and information domain.

The constant gardener and the ecosystem at work

Nic Price, Independent adviser in online strategy and user-centred design

Manicured lawns and pristine flower beds or wilderness and weeds. Imagining your workplace as an ecosystem, how do you let it flourish? Based upon his experiences at the BBC, where he built the employee learning management system, and worked closely on the introduction of social computing tools, as well as managing the corporate intranet, Nic Price will explore the different approaches to exploiting technology in the workplace. What does it mean to "manage information" within the broader workplace ecosystem? Caught between the traditional and anachronistic top-down, command and control methodologies and the emerging and seemingly chaotic bottom-up approach, lies what social media commentator Ross Mayfield calls "Middlespace". This is where you will find the constant gardener.

Biography

Nic is the Director of People Thinking Ltd (Design industry). He has a proven track record in successfully managing and leading multidisciplinary teams to deliver user-centred and innovative online products and services. He is an expert in the use of technology to facilitate learning and collaboration and an experienced trainer, coach and mentor in online strategy and user-centred design. He has over 12 years experience in design, development and management of data-driven web-based services. His particular specialties include web strategy, intranet development, usability, accessibility, user-centred design, interaction design, information architecture, search and metadata, technical and database architecture.

Stag hunts and stories: making Web 2.0 matter to people.

Ross Scrivener, Programme Manager, Royal College of Nursing

Discussions about Web 2.0 tend to focus on the technologies at the expense of the human interest. While Web 2.0 commentaries enthusiastically follow the appearance of each new application, too little coverage is given to the messier business of how people might make sense of them, let alone use them, in their day-to-day work. "Digital immigrants" can feel

excluded and deskilled and may choose to exempt themselves from the implementation debate. The dominance of the technological perspective can exclude other, helpful, perspectives. This presentation will look at how an organisation representing nurses and nursing is developing an awareness of Web 2.0 applications. It will combine a personal reflection on Web 2.0 with pointers as to how to get concepts, and vocabulary circulating in the organisation. Ross will show the importance of taking an interdisciplinary approach, that draws on the wealth of experience and range of talent available within an organisation. Finally Ross will cover a number of initiatives designed to increase receptivity to Web 2.0.

Biography

Ross is Programme Manager for Integrated Online Resources at the Royal College of Nursing. He has a background in healthcare quality improvement in acute settings (UCL hospitals) and at a national level (Royal College of Paediatrics and Child Health). He was an author on the NICE publication "Principles for Best Practice in Clinical Audit" and has published a book about finding online health-related information ("Mapping Health on the Internet"). He develops public-facing online resources at the RCN around clinical topics and issues such as social inclusion. He contributes to the RCN's online learning environment (the Learning Zone) and is involved in several initiatives to enhance knowledge services, digital literacy and collaborative working among RCN staff and the RCN membership of over 390,000 nurses, healthcare assistants and nursing students working in the NHS and public sector.

The long arm of the e-law, or to put it another way – You can run but you can't hide. *Laurence Bebbington, Faculty Team Leader, University of Nottingham*

It's commonly felt that innovative information and communications technologies are often ahead of what the Law can effectively regulate or police – in areas such as intellectual property rights, data protection and privacy, information liability, Internet trading and business etc. Web 2.0 and Enterprise 2.0 technologies are transforming the ways in which information providers and specialists interact with clients, customers and users. How much notice really needs to be taken of "information laws?" Do the harbingers of doom exaggerate the legal risks associated with creating, managing and providing access to content? What changes are on the horizon? How will they affect the information landscape? This paper will review the legal framework affecting innovative technologies in creating, managing and delivering content. It will identify the main legal risks, suggest strategies for compliance and chart a realistic path towards understanding and compliance with information laws in this life...and the Second Life!

Biography

Laurence is Law Librarian and Information Services Copyright Officer at the University of Nottingham in the UK. He has extensive experience presenting papers and giving seminars on a wide range of aspects of legal issues in information work. He has published various articles and papers and is a joint editor and contributor to the 2nd edition of *Staying Legal: A Guide To Issues And Practice Affecting the Library, Information and Publishing Sectors*, FACET (2003).

Using a risk management approach to build successful e-information business case.
Martin White, Managing Director, Intranet Focus Ltd

It is very difficult to build RoI-based cases to justify the adoption or extension of e-information services, such as external database services, a library management system or an intranet. In this presentation the reason why RoI is not a suitable metric will be discussed. This will be followed by a description of how the use of a risk management approach, linked to an information management policy, can be used to present very cogent reasons for e-information service development. This approach can be used by any organisation and the presentation will be illustrated with some case studies.

Biography

Martin is Managing Director of Intranet Focus Ltd. Over the last ten years he has worked on a wide range of intranet and information management strategy projects in the UK, Europe and the USA. Earlier this year he developed an information and knowledge management strategy for the UN Secretariat, New York. He is a Visiting Professor in the Department of Information Studies, University of Sheffield and is the co-author of "Successful Enterprise Search Management", published in December 2008. Martin is also Chair of UKeiG

Information security – key issues for the information profession.

Lucy Burrow, Head of IT policy and process, ISS, King's College London

Kings has taken the approach of implementing a multi-layered IT security framework over a period of approximately 2 years in order to embed IT Security within everyday work. The framework comprises documentation (policies & guidance), awareness raising and technical enforcement and has four key aims; i) to set boundaries, ii) raise awareness of risks, iii) embed simple, common sense working practices, iv) develop technical enforcement programme. The key message is that 'IT Security is everyone's responsibility' and just one weak link could impact on the use of the network for everyone else.

This session will describe the work that has been undertaken at Kings by IT Systems, in conjunction with Information specialists, the Head of (Physical) Security, Internal Audit, vendor suppliers and the IT Security Forum. It will look at the impact that one user's poor decision making can have for the wider organisation and how awareness raising and embedding into everyday work can have an impact on the number of security incidents.

Biography

Lucy Burrow is Head of IT Policy and Process within IT Systems at Kings College London with particular responsibility for strategic IT Security, service management and business continuity. She has previously worked across a number of Welsh Higher Education Institutions in information management roles and has worked for a global investment bank. She has extensive experience of information management and compliance and is Training Director of the Records Management Society.

When social means business: the potential of social computing tools to support collaborative work as part of the organisational information infrastructure.

Hazel Hall, Reader, School of Computing, Edinburgh Napier University

Based on the results of a study conducted jointly by Napier University and TFPL, this paper will discuss the main risks and opportunities of the adoption of social computing tools within organizations for collaborative work purposes as perceived by information and knowledge management professionals. A comparative analysis of the value of particular tools will be set against the context of evolving organisational information infrastructures and levels of tool adoption. Opportunities for information and knowledge management professionals to contribute in the development of environments conducive to the exploitation of social computing tools within the workplace will also be discussed.

Biography

Hazel is Reader based in the Centre for Social Informatics in the School of Computing at Edinburgh Napier University where she teaches modules on knowledge management (KM), business information sources, information delivery and research methods. Hazel's main research expertise lies in information sharing in online environments within the context of knowledge management. Other themes of research interest include the education and training of information professionals, online information services provision, business information sources and services, online communities and collaboration, and social computing. She has published widely.