

Fiona Emberton – To be inspiring

9.15-10.00 Opening speaker and group activities

Passionate and delighted to work in Libraries. As professionals we must be wary of becoming complacent. Although Librarians are highly rated now in terms of trust we shouldn't take public appreciation for granted. Librarians should be confident, IT focussed and willing to help. Surveys indicate library customers are not aware Librarians are IT savvy. It is important to be in touch with customers.

Questions – Is there a danger of making libraries too funky? Not just a bookshop/café with the most popular book?

Fiona Emberton – Libraries are much more than bookshops. Important to realise too that not everyone in the industry is going down the 'funky' path. It is a delicate balancing act, the main aim of which is to make people comfortable.

Group session – About your career – ICE

Ideas

- Go overseas
- Get a mentor
- Still have to learn the Dewey Decimal system
- Join Library Association
- Service to the community
- High tech, High touch
- Customer service
- IT savvy – Libraries as leaders in technological change, not just reacting to it

Concerns

- Some parts of libraries will become obsolete due to new technology eg. Self checkout
- Will public libraries still attract users even with competition eg. The internet
- Unplanned change
- Casualisation of workforce
- Marginalisation of professional librarians

Expectations

- More online
- More automated/ self serve
- Virtual reference
- Libraries to become more like community centres that fulfil recreational needs, especially for children. This means there will still be people in the library to supervise/protect the children
- Get a job

10-10.30 Practical session - Create a job title for your future

- 🔒 Information manager
- 🔒 Records manager
- 🔒 Corporate research executive
- 🔒 Know-how consultant
- 🔒 Expertise manager
- 🔒 Knowledge navigator/manager
- 🔒 Webmasters
- 🔒 Cybrarians
- 🔒 Internet content manager
- 🔒 Archivist
- 🔒 Media/database manager
- 🔒 Information broker
- 🔒 Research consultant
- 🔒 Information Literacy Co-ordinator
- 🔒 Visual merchandising manager
- 🔒 Pesto Princess
- 🔒 Bookshop Babe
- 🔒 Human Google
- 🔒 Information Goddess
- 🔒 Knowledge Guru
- 🔒 Sexy Academic