

PRECONFERENCE WORKSHOPS

SATURDAY, OCTOBER 27

1:30 p.m. – 4:30 p.m.

- W1: Social Tools for Your Library
- W2: Simple Solutions for Dynamic Web Services Using RSS
- W3: Libraries on the MUVE in Second Life (SL)
- W4: Communicating, Influencing, & Negotiating for Results
- W5: Next-Generation Research Tools
- W6: Mining Blogs & RSS for Research
- W7: Improving Web Site Access: Card Sorting A–Z
- W8: AJAX for Libraries

SUNDAY, OCTOBER 28

9:00 a.m. – 4:30 p.m.

- W9: Searchers Academy
- W10: Web Managers Academy
- W11: Academic Library 2.0

9:00 a.m. – 12:00 p.m.

- W12: Podcasting & Videocasting Boot Camp
- W13: Wikis: Basics, Tools, & Strategies
- W14: Training Adults: Getting & Keeping Attention
- W15: Using Mobile Search for Client-Focused Services
- W16: Integrating RSS into Your Web Site

1:30 p.m. – 4:30 p.m.

- W17: Downloading Library 2.0: Podcasting Services & Training for the iPod Generation
- W18: Introduction to Cascading Style Sheets (CSS)
- W19: Project Management for Libraries
- W20: Games, Gaming, & Libraries
- W21: Tips for Effective Technology Change Agents

CONFERENCE AT A GLANCE

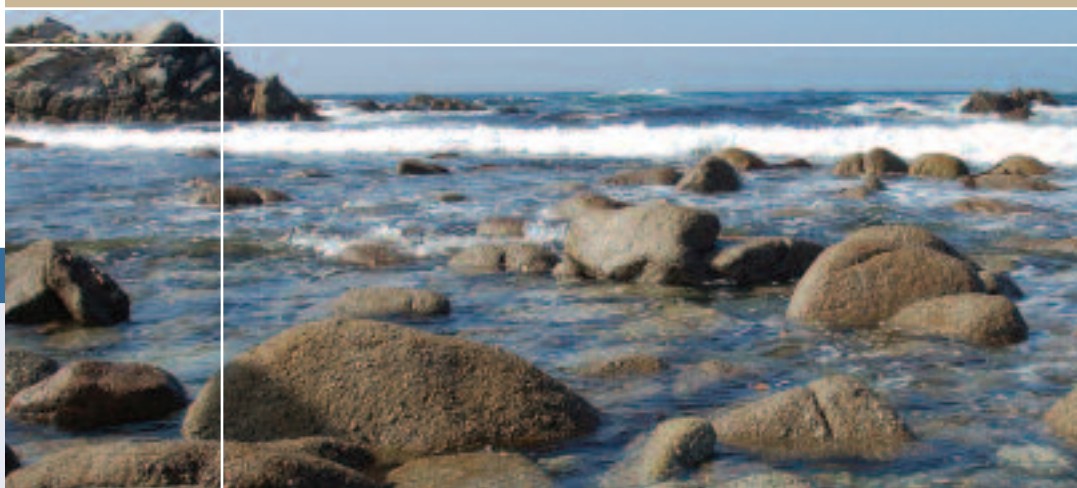


EXHIBIT HOURS

Monday, October 29
5:00 p.m. – 6:30 p.m.

Tuesday, October 30
9:45 a.m. – 4:00 p.m.

Wednesday, October 31
9:45 a.m. – 2:00 p.m.

■ – Monterey Conference Center
 ■ – Portola Plaza
 ■ – Marriott

GENERAL CONFERENCE ■ MONDAY, OCTOBER 29

9:00 a.m. – 9:45 a.m.
9:45 a.m. – 10:15 a.m.

San Carlos Ballroom

OPENING KEYNOTE | 2.0 & the Internet World | Lee Rainie, Director, Pew Internet & American Life Project

COFFEE BREAK

TRACK A INFORMATION DISCOVERY & SEARCH

San Carlos Ballroom

10:15 a.m. – 11:00 a.m.

A101: A Super Searcher
Shares 30 Search Tips

11:15 a.m. – 12:00 p.m.

A102: What's New with Search?

12:00 p.m. – 1:15 p.m.

1:15 p.m. – 2:00 p.m.

A103: Mobile Search

2:15 p.m. – 3:00 p.m.

A104: What's New with Federated Search

3:15 p.m. – 4:00 p.m.

A105: Federated Searching Feedback

4:15 p.m. – 5:00 p.m.

A106: Multimedia Search

5:00 p.m. – 6:30 p.m.

TRACK B PUBLIC LIBRARIES

De Anza I & II

B101: Online Marketing for Libraries:
Outreach & PR in a 2.0 World

B102: DIY Intranet: KnowledgeBase
for People by the People

B103: Information Literacy
in the Public Library

B104: Cranky? Boomers & Older
Adults Are Greying the Internet!

B105: Integrating Libraries &
Communities Online

B106: Integrating Libraries &
Communities Online (continued)

TRACK C WEB DESIGN & DEVELOPMENT

Steinbeck Forum

C101: Planning & Implementing
Library 2.0

C102: Putting Evidence-Based
Practice to Work

C103: New Rules of Web Design

C104: Inspiration for Your
Library Redesign

C105: Cool Tools for Library
Webmasters

C106: Web Design on a Dime: Quick
Web Tips for Small Libraries

TRACK D STRATEGIES & BEST PRACTICES

De Anza III

D101: Blending In: Librarians in the
Networked Community

D102: Strategic Approaches to
the New Academic Library

D103: The Library 2.0 Process Toolkit

D104: MySpace & Facebook:
Pros & Cons

D105: Advocacy 2.0

D106: User-Generated Content

LUNCH BREAK

EXHIBIT HALL GRAND OPENING RECEPTION

MONDAY, OCTOBER 29

Bonsai Ballroom

9:00 a.m. – 9:45 a.m. **San Carlos Ballroom**
OPENING KEYNOTE: 2.0 and the Internet World
 Lee Rainie, Director, Pew Internet & American Life Project

MASHUPS AND GAMING: LEVERAGING SOCIAL PHENOMENA

10:15 a.m. – 11:00 a.m.
S101: Practical Mashups—
 Adding to the Librarian's Repertoire

11:15 a.m. – 12:00 p.m.
S102: Get Your Game On—
 Gaming and Learning in the Library

WEB 2.0 → LIBRARY 2.0

1:15 p.m. – 2:00 p.m.
S103: Successful Web 2.0 Initiatives
 With Students and Teachers

2:15 p.m. – 3:00 p.m.
S104: 21st-Century Libraries—
 Getting Your Administrator on Board

3:15 p.m. – 4:00 p.m.
S105: School Library Learning 2.0

4:15 p.m. – 5:00 p.m.
S106: Here Today...Here to Stay? The Future of Blogs

GENERAL CONFERENCE ■ TUESDAY, OCTOBER 30

8:45 a.m. –
9:45 a.m.

San Carlos Ballroom

KEYNOTE & AIIP TECHNOLOGY AWARDS
Reference 2.0: Ain't What It Used to Be . . . And It Never Will Again | Joe Janes, Associate Dean, iSchool, University of Washington

9:45 a.m. –
10:30 a.m.

COFFEE BREAK— Visit the Exhibits

TRACK A **San Carlos Ballroom** LEARNING: MORE THAN TEACHING

A201: Teach Me More!
Fun & Gaming in Libraries

A202: Promoting Play Through
Online Discovery: Lego Building

10:30 a.m. –
11:15 a.m.

11:30 a.m. –
12:15 p.m.

12:15 p.m. –
1:30 p.m.

1:30 p.m. –
2:30 p.m.

2:30 p.m. –
3:15 p.m.

3:15 p.m. –
4:00 p.m.

4:15 p.m. –
5:00 p.m.

7:30 p.m. –
9:00 p.m.

TRACK B **Steinbeck Forum** ENTERPRISE TRENDS

B201: Deploying Enterprise
Social Software

B202: Next-Gen Corporate
Library Web Site

B203: I'm at Web 2.0, Are You?

B204: Technologies & Information
Integration in Hospitals

B205: Developing a Taxonomy

TRACK C **De Anza III** 2.0 ORGANIZATIONS & ROLES

C201: Organization 2.0

C202: Content & Commons: Library 2.0
Organizational Strategies

C203: How to Lose Your New Tech
Librarians & Tech Training

C204: Librarians as
Knowledge Managers

C205: iTunes Librarians & RSSperts

TRACK D **De Anza I & II** VIRTUAL WORLDS & LIBRARIES

D201: Virtual Worlds & Libraries

D202: Building Communities
in Second Life

LUNCH BREAK— Visit the Exhibits

A203: Training Strategies & Social
Networking Tools

NETWORKING BREAK— Visit the Exhibits

A204: Screencasting & E-Learning
on a Shoestring

A205: Extending Your Reach:
E-Training for an Entire State!

De Anza I & II

TUESDAY EVENING SESSION | Gadgets, Gadgets, Gaming! | Barbara Fullerton, Sabrina Pacifici, & Aaron Schmidt

TUESDAY, OCTOBER 30

Bonsai Ballroom

9:00 a.m. – 9:45 a.m.
KEYNOTE: Learning and Literacy in a Digital World
 Pam Berger, Publisher & Editor, *Information Searcher*

INFORMATION LITERACY AND 2.0 TECHNOLOGIES

10:30 a.m. – 11:15 a.m.
S201: A Year-Long Information Literacy Collaboration:
 How We Got There and What We Discovered
 Along the Way

11:30 a.m. – 12:15 p.m.
S202: Leveraging 2.0 Technologies for KidsClick!
 A Redesign Project

RESOURCES FOR LEARNING AND RESEARCH

1:15 p.m. – 2:00 p.m.
S203: Hands-On and Minds-On at the Exploratorium

2:45 p.m. – 3:30 p.m.
S204: RSS@Schools

4:00 p.m. – 5:00 p.m.
CLOSING KEYNOTE: Gary's Latest Web Research Update
 Gary Price, ResourceShelf and Ask.com

GENERAL CONFERENCE ■ WEDNESDAY, OCTOBER 31

9:00 a.m. –
9:45 a.m.

San Carlos Ballroom

KEYNOTE | Future of Search | Danny Sullivan, Editor-in-Chief, Search Engine Land

9:45 a.m. –
10:30 a.m.

COFFEE BREAK— Visit the Exhibits

TRACK A **San Carlos Ballroom** SEARCH ENGINES

A301: Alternative & Customized SEs

A302: Search Engine Strategies

10:30 a.m. –
11:15 a.m.

11:30 a.m. –
12:15 p.m.

12:15 p.m. –
1:45 p.m.

1:45 p.m. –
2:30 p.m.

2:45 p.m. –
3:30 p.m.

3:45 p.m. –
4:30 p.m.

TRACK B **Steinbeck Forum** CONTENT MANAGEMENT (CM)

B301: Mashups & Data Visualizations:
New Breed of Web Applications

B302: What's Hot with RSS!

B303: Folksonomies and Tagging:
Libraries & the Hive Mind

B304: Content Management Systems
(CMSs)

TRACK C **De Anza III** DIGITAL LIBRARIES, SYSTEMS, OPERATIONS

C301: Trends in Mobile Tools

C302: Designing an OPAC for Web 2.0

C303: Tech Tools for Library Outreach

C304: Living Larger: Taking Your Killer
App Beyond Libraries

TRACK D **De Anza I & II** GAMES, VIDEOS & LIBRARIES

D301: Gaming & Libraries:
Engaging Strategies

D302: World of Warcraft
Versus Second Life

LUNCH RECEPTION— In the Exhibit Hall

A303: Keeping One Click Ahead:
Best ResourceShelf

A304: Topic Maps: What Works and
What Doesn't?

Steinbeck Forum

CLOSING KEYNOTE | Gaming, Learning, & the Information World | Elizabeth Lane Lawley, Director, Rochester Institute of Technology

D303: Do You Need a Videographer?

D304: Running a Gaming Program