West Ballroom

OPENING KEYNOTE—
Content Is Dead!
Long Live Context!

Stephen Abram, *Vice President Corporate Development, Micromedia ProQuest*

9:00 a.m. – 10:00 a.m.

Networking Break – Visit the Exhibits

10:00 a.m. – 10:45 a.m.

Sutton North

Kick-Off Session

The Future of the Online Industry

10:45 a.m. – 11:30 a.m.

Anthea Stratigos, *President, Outsell, Inc.*

Anthea Stratigos, noted commentator and observer of the online information industry, co-founder of Outsell Inc., and *ONLINE* magazine columnist, will share her views on the future of the industry. Anthea brings a unique perspective, with an in-depth understanding of both data providers and information professionals. Her ability to provide meaningful insights is unsurpassed. Her talk will set the stage for the remainder of the three-day conference.

PRACTICAL SEARCHING
TRACK A
Beekman

The general public may think that all research can be accomplished by typing a word or two into a search engine. Information professionals know better. Although it's tempting to use time-tested techniques, with the constantly changing Web, it's best to use a variety of sources and search strategies to effectively research topics.

Not Business As Usual `A101`

11:45 a.m. – 12:30 p.m.

Moderated by **Marydee Ojala**, *Editor,* ONLINE *magazine*

Ann Cullen, *Credit Suisse First Boston*
Trudy Katz, *MasterCard*
Greg Notess, *Montana State University*

The disruptive business environment has caused changes in how business searchers acquire, manipulate, and disseminate information. Is there a shift from or towards fee-based information? Are libraries and information professionals becoming more virtual? Is there more analysis going on? Learn from those in the trenches what they are doing differently.

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Online User Behavior and Misbehavior `A102`

2:00 p.m. – 2:45 p.m.

Moderated by **Brian Quinn**, *Texas Tech University Libraries*

Lies, Damned Lies, and the Internet

Anne Mintz, *Director of Knowledge Management, Forbes Inc.*

We are in an age of Internet nomads and mass acceptance of Web-based online information. But what if new dangers emerge not from a lack of competence by database producers or online searchers, but from a malevolent competence? This presentation discusses deliberate deception, deliberate misinformation, and half-truths that can be used to divert us from the real information being sought. What protections exist for online searchers? This presentation gives examples of misinformation and advice on how to guard yourself from these dangers.

Comparing Information Seeking Behavior in Real and Virtual Environments

Tula Giannini, *Associate Professor, Pratt Institute, SILS*

As online resources expand in scope and depth, most researchers, regardless of subject area, now begin with an online search. Given the important differences between online resources accessible in real and virtual environments, users' search strategies and outcomes are bound to be affected by the search environment. Differences in students' information seeking behaviors across disciplines have significant impact on strategies, as observed by a study conducted at the New York Public Library and the Watson Library of the Metropolitan Museum. Insights gained from this study will aid both researchers and trainers.

Networking Break – Visit the Exhibits

2:45 p.m. – 3:15 p.m.

Real-Time News & Information — Now More than Ever `A103`

3:15 p.m. – 4:00 p.m.

Moderated by **Brian Quinn**, *Texas Tech University Libraries*

David Scott, *VP, Marketing, NewsEdge and NewsEdge customers*
Kathleen Millington, *Manager, Berlex Laboratories*

It's never been more important to know that the news and information your company is getting is sound, secure, true, and timely. Now, more than ever, it's imperative to gain clear understanding of how unexpected external events may impact your company, helping you to react intelligently and quickly to external changes — big and small — that are critical to business operations. How has the changing global climate impacted the need for strong internal mechanisms to keep corporate executives aware of up to the minute developments? What's the result for the perception of corporate information officers with America's corporations? Do you need to be big to be strategic? This session will focus on the risks and barriers you are exposed to and how to overcome them.

Crystal Balling the Information Professional's Future `A104`

4:15 p.m. – 5:00 p.m.

Moderated by **Brian Quinn**, *Texas Tech University Libraries*

Bill Noorlander, *TFPL*
Rafi Musher, *Stax, Inc.*

Changes in the workplace, changes in technology, changes in information philosophy — what do they mean to the information professional? We've been exhorted for years to be open to change, but change seems to be happening at a much faster pace than previously. It's clear that in 2002, more than ever before, a clear understanding of the value proposition of your organization, a focus on ROI, and a willingness to align library and information services with the organization's expectations are crucial.

Reception in the Exhibit Hall

5:00 p.m. – 6:00 p.m.

SEARCH ENGINES AND RELATED TECHNOLOGIES TRACK B
Sutton North

Internet search engines grow in complexity day by day. Specialized ways of accessing Web information add enormously to the effectiveness and efficiency of information retrieval. This track details the latest manifestations of search engine developments.

Things You Just Have to Know About Search Engines
B101

11:45 a.m. – 12:30 p.m.

Moderated by **Paula Hane**, *Information Today, Inc.*

Ran Hock, *Principal, Online Strategies*

Who knows more about search engines than the author of *The Extreme Searcher's Guide to Web Search Engines: A Handbook for the Serious Searcher?* In this session Ran will share his knowledge of how search engines work and what techniques will work best with which search engines. Not only does Ran explain in detail what information professionals should expect from Web search engines, he keeps up to date with the technical developments in search engines so that you don't have to.

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Secrets of the Hidden Web
B102

Moderated by **Paula Hane**, *Information Today, Inc.*

2:00 p.m. – 2:45 p.m.

Chris Sherman, *Co-Author,* The Invisible Web, *and Editor,* SearchDay Newsletter
Gary Price, *Co-Author,* The Invisible Web, *and Creator,* The Virtual Acquisition Shelf & News Desk

Vast portions of the Web are all but invisible to most search engines. It's not that the search engines and Web directories are "stupid" or even badly engineered. Rather, they simply can't "see" millions of high-quality resources that are available exclusively on the Invisible Web. The Invisible Web contains vast amounts of authoritative and current information that's accessible to you, using your Web browser or add-on utility software — but you have to know ahead of time where to find it. In this lively, interactive presentation, Chris Sherman and Gary Price reveal the techniques they used to find the hidden Web content for their best-selling book *The Invisible Web: Uncovering Information Sources Search Engines Can't See.*

Cross-Tracking at InfoToday 2002

Interested in how law affects information access?

Tuesday at E-Libraries:
Copyright and the Digital Rights Agenda

Wednesday at National Online:
Licensing & Content Transactions

Your InfoToday Gold Pass lets you define your own path across all three InfoToday programs.

Networking Break – Visit the Exhibits
2:45 p.m. – 3:15 p.m.

Secrets of the Hidden Web *(continued)*
B103
3:15 p.m. – 4:00 p.m.

Wireless: Cost Quagmire or a Revenue Pot of Gold?
B104

4:15 p.m. – 5:00 p.m.

Steve Arnold, *Arnold Information Technology*
Alan Markowiz, *VP, ChatSpace, Inc.*
Chuck Napier, *SVP, Wmode Inc.*
Azim Tejani, *CEO, i411*

There are opportunities to generate revenue from wireless information access and delivery. Content and services must fit the billing models. To understand wireless, you must understand the metrics of wireless content delivery. And you must ensure that a wide range of content develops with access that satisfies consumer demand with a secure economic transaction model. How can you best utilize wireless in your work?

Reception in the Exhibit Hall
5:00 p.m. – 6:00 p.m.

At-A-Glance

West Ballroom

SPECIAL BREAKFAST
PRESENTATION—
Reflections Over Coffee

Ron Dunn, CEO, Academic Group, Thomson Learning

8:00 a.m. – 8:45 a.m.

West Ballroom

KEYNOTE—
The New Dynamics of Decision Support

David Snowden, Director, Institute for Knowledge Management, IBM

9:00 a.m. – 10:00 a.m.

Sutton North

Opening Session

Author's Rights and the Future of Full Text

10:45 a.m. – 11:30 a.m.

Moderator: *Dan Duncan, NFAIS*
Jonathan Tasini, National Writers Union
George Plosker, VP Content Support & Training, Gale Group
Mary Case, ARL, Association of Research Libraries
Andrew Elston, VP Content, IndustryClick

One of the most closely-watched Supreme Court cases last year was that brought by Jonathan Tasini on behalf of freelance writers whose work was included in online databases. The dust from that decision, which ruled in favor of the writers, has not settled. Publishers, aggregators, librarians, and the writers themselves have vastly different opinions on how the decision affects them and what the online world will be like going forward.

Networking Break – Visit the Exhibits
10:00 a.m. – 10:45 a.m.

PUBLIC POLICY ISSUES
TRACK A
Beekman

Online information does not exist in a vacuum. The changing legal landscape provides unique challenges for both producers and users. The issues may affect constituencies differently, but knowing all the ramifications of court rulings, legislative edicts, and regulatory decisions is critical.

*Track organized and moderated by **Dan Duncan**, Executive Director, NFAIS*

Copyright Law and the Facts of Life   `A201`

11:45 a.m. – 12:30 p.m.

***Joel Wolfson**, Partner, Blank Rome Comisky & McCauley LLP*

How are the courts and legislatures changing the economic landscape for creating, distributing, and using digital information? Learn what providers and customers are doing to adjust their practices and what changes may be ahead in tomorrow's information marketplace.

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Copyright: Truth and Consequences   `A202`

2:00 p.m. – 2:45 p.m.

***Bonnie Lawlor**, President, Chescot Publishing, Inc.*
***James Neal**, VP, Information Services and University Librarian, Columbia University*

Recent court cases and legislative efforts — both in the U.S. and other countries — have focused attention on the applicability of copyright and licensing laws in the digital age. New policies and practices will be the consequences. Hear whether producers and customers are adjusting adequately to these shifting policies and what further policy changes each side in the debates is seeking.

Networking Break – Visit the Exhibits

2:45 p.m. – 3:15 p.m.

Licensing and the Future of Content Transactions   `A203`

3:15 p.m. – 4:00 p.m.

***Carlyle C. Ring**, Of Counsel, Ober/Kaler*

As e-commerce moves forward, key issues in contract law are proving problematic for both producers and users. Connie Ring is a member of the Permanent Editorial Board of the Uniform Commercial Code of the National Conference of Commissioners on Uniform State Laws and noted expert on contracts. Hear his authoritative review of a proposed, state-based licensing statute — the Uniform Computer Information Transactions Act (UCITA) and learn what is shaping a law that will be a primary element of future digital content transactions.

Licensing Problems and Solutions   `A204`

4:15 p.m. – 5:00 p.m.

***Tomas Lipinski**, Co-Director, Center for Information Policy Research, School of Library and Information Science, University of Wisconsin-Milwaukee*

Increased production and delivery of digital content has focused attention in the user community on licensing practices, raising awareness and creating new demands. Prof. Lipinski draws upon his legal expertise and his experience in the institutional user environment to explain what problems users are encountering in current licensing practices and what solutions they seek.

Go Platinum

Sample all three programs to your heart's content, plus attend Searcher's Academy on Friday and any other workshop of your choice!

COMPETITIVE INTELLIGENCE
TRACK B
Sutton North

Recent events in competitive intelligence have focused unprecedented attention on the field. Not only have ethical issues raised awareness of the accepted practices for CI professionals, the declining economy and stresses of a nation at war have thrust CI, and its military espionage cousin, into the limelight.

Track organized and moderated by **Jerry Miller**, *Simmons College*

Competitive Intelligence: Trends and Developments   B201

11:45 a.m. – 12:30 p.m.

Jerry Miller, *Simmons College*

A survey of CI practitioners reveals their concerns, changes in research techniques, views on the future of the profession — the *Zeitgeist* of competitive intelligence as it were. What are the trends and developments that stem both from the CI environment and technology enhancements?

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Competitive Intelligence in Practice   B202

2:00 p.m. – 2:45 p.m.

Helene Kassler, *Competitive Intelligence Consultant*

One of the premier practitioners of competitive intelligence, Helene Kassler, shares her tips, techniques, and insights into this important area. What are the global resources that the resourceful competitive intelligence researcher should know about? What techniques are transferable to other disciplines, such as market research? How can you best interpret the conflicting information you find on the Internet and through conventional online sources? In a nutshell, what are the "tricks of the trade" in competitive intelligence from a practical perspective?

Cross-Tracking at *InfoToday 2002*

Coping with change?
Your Gold Pass will help.

A101: Not Business as Usual

A104: The Information Professional's Future

C103: Increasing KM's ROI

E101: 9/11 and Government Information

F103: Congress & Your Digital Future

B203: Competitive Intelligence after 9/11

E203: Digital Rights Management Solutions

Networking Break – Visit the Exhibits

2:45 p.m. – 3:15 p.m.

Status of CI After 9-11   B203

3:15 p.m. – 4:00 p.m.

Jerry Miller, *Simmons College*
Garn Anderson, *Energizer Corp.*
Tim Powell, *Knowledge Agency*
Wayne Rosenkrans, *AstraZeneca*

Beginning with a brief presentation of the results of a survey of CI professionals about what has changed and not changed in the way they do business following the events of September 11th, a panel of experts will respond to the survey and talk about their own situations. Garn Anderson will address the expanding gray areas involved in the CI practice from a managerial perspective, Tim Powell will cover the data warfare and data security issues, and Wayne Rosenkrans will concentrate on how the chemicals and pharmaceuticals industries have responded. Time for audience participation will be scheduled.

Status of CI After 9-11 *(continued)*   B204

4:15 p.m. – 5:00 p.m.

At-A-Glance

Opening Keynote

West Ballroom

Publishing Today and Tomorrow

9:00 a.m. – 10:00 a.m.

The Honorable Pat Schroeder, *President & CEO, Association of American Publishers, and former Congresswoman*

Networking Break – Visit the Exhibits

10:00 a.m. – 10:45 a.m.

PREPARING CONTENT FOR ELECTRONIC PUBLICATION
TRACK A
Beekman

New technologies, new approaches to publishing, new roles for information professionals, new ways of working shape the lives of everyone involved with online information.

Retrieval Power: How to Crunch Disparate Content `A301`

10:45 a.m. – 11:30 a.m.

Moderated by **Shelly Warwick,** *Queens College*

XML Is Here at Last: The Impact of XML on the Press and Content Aggregation Industry

Bob Ainsbury, *General Manager, Xyleme*

The potential of XML as a publishing tool to greatly enhance the retrieval power both for internal and external material is immense. In this session, the technology will be explored both as it impacts the press and the aggregators. What will XML mean for the online nature of newspaper and wire stories? How will input from different publishers be treated in an XML environment? Learn from one of the innovators in the online information field about these exciting new developments.

Using Business Intelligence to Improve Information Access

Tony Frazier, *VP, Product Management, iPhrase Technologies, Inc.*

Business executives are constantly looking for ways to accelerate informed decisions and increase productivity. Solutions must be tailored to provide desired information in the shortest amount of time possible. One such solution, the enterprise level search engine, allows both business executives and corporate researchers to pinpoint desired information immediately. Companies must fully understand their own information management needs before choosing an appropriate solution. This session will demonstrate how information intensive organizations like LexisNexis use enterprise search to improve the accessibility of otherwise hidden information.

Leveraging Digital Object Identifiers into Features `A302`

11:45 a.m. – 12:30 p.m.

Moderated by **Shelly Warwick,** *Queens College*

David Sidman, *CEO, Content Directions, Inc.*

Digital Object Identifiers (DOI) can be considered as the UPC bar code of the virtual world. The DOI technology enables interoperability at the object level and establishes an underlying permanent, persistent link that facilitates rights-protected distribution of content via the Web. Dif-

fering from Digital Rights Management software, it does have some applications in that area. It also provides the basis for many value-added features in digital products. Implementing DOI is straightforward for electronic-based content organizations, particularly in the e-book area. DOI is not limited to e-books, however, as this session will demonstrate.

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Insights from Content Creators `A303`

2:00 p.m. – 2:45 p.m.

Moderated by **Nancy Garman,** *Online, Inc.*

Electronic Publishing: Linking and Cross-Linking

Harry Boyle, *CAS*
Stephen A. Renner, *CAS*

Nothing is more open to question than information "everybody knows." In the world of scientific information, everybody knows that indexes and databases (secondary publications) contain a subset of the information in the original publications. We know that the purpose and value of large bibliographic databases lies in their ability to identify primary literature of interest. This presentation questions what everybody knows about secondary information and demonstrates that through facile and open linking with publishers, full-text aggregators, customers' own libraries, and document copy services, online secondary publications provide information and deliver value not found in the original publications.

Accepting Aggregation or Going It Alone

Ted Mendelsohn, *Director of Sales & Licensing, AP Digital*

News organizations have distinctive challenges when considering Web publishing. First and foremost is the decision about whether to distribute content through an aggregator or go directly to the customer. Since news is of very current interest, with the necessity of real-time or close to real-time updating, the idea of going it alone is appealing. However, from a news research perspective, the ability to combine information from a number of different news sources argues for aggregation. How to address the benefits and pitfalls of both options and balance the issues is the subject of this presentation.

Closing Keynote

3:00 p.m. – 4:00 p.m.

Marydee Ojala, *Editor, ONLINE magazine*

Coffee and Danish Hour

Coffee and danish are provided for conference attendees on each of the three days of the conference.

Times for each morning's food service are 8:00 to 9:00 a.m. on Tuesday, Wednesday and Thursday.

WEB DESIGN FOR INFORMATION PROFESSIONALS
TRACK B
Sutton North

Everyone is investing in Web sites these days, whether they're for a library or an information provider. What are the usability issues to consider?

Search Friendly Web Design — B301
10:45 a.m. – 11:30 a.m.

*Moderated by **Mounir Khalil**, The City College of CUNY*

Consumer Reports Case Study

***Sandy Schlosser**, InfoCenter Webmaster, Consumers Union*

Using the Consumer Reports Web site, one of the Internet's most frequently accessed sites, as the example, this session will explore ways to tweak your site design in order to increase your visibility within major search engines. Keyword selections, meta-tags, link text, and other Web design elements that can affect search engine ranking will be discussed, as will the importance of reciprocal linking.

Interface Design for Integrating Disparate Web Sites

***Thomas Kochtanek**, Associate Professor, University of Missouri-Columbia*

Project WhistleStop is a collaborative effort of the Truman Presidential Library, the University of Missouri-Columbia, and four school districts in the Kansas City/Independence area. It resulted in the design and development of the Truman Digital Archives, which includes digitized primary source materials (presidential correspondence, handwritten letters, audio files, and video clips), teacher lessons, and interactive games. With over 1.2 million hits a month, the site has received numerous awards since its inception. Separately, the Truman Library technical staff developed its own Web site for the Library resources. Integrating the two sites presented challenges, including technical and design issues, resource identification, and target audience identification.

Building Exciting and Accessible Web Sites — B302
11:45 a.m. – 12:30 p.m.

Accessibility Doesn't Equal Boring Web Sites

***Frank Cervone**, Assistant University Librarian, Northwestern University*

If you think that an accessible site means one with no graphics, no design, just text and lots of it, this session will change your mind. An accessible site should not be boring. Good Web sites are created through a combination of accessibility, ease-of-use, and good design. The major issues and trends in accessibility attest to this fact. Come watch and listen to this image-filled session and begin thinking about accessibility and usability in an entirely new way.

Close Your Eyes and Listen to Your Web Site

***John Kundtz**, Principal & Solution Center Leader, The Revere Group*

Using a structured methodology, you can develop a strategy for designing accessibility for persons with disabilities into your Web environment, including the Internet, intranets, and collaborative extranets, enabling better access for your disabled customers and employees. This will not only enhance an organization's technical support and management preparedness, but also meet its legal responsibilities.

Paying for Hits — B303
2:00 p.m. – 2:45 p.m.

***Stephen Arnold**, President, Arnold Information Technology*
***Wendy Wilson**, VP, Product Development, Quiver*
***Gil Elbaz**, Co-Founder and Interim CEO, Applied Semantics, Inc.*
***Lance Podell**, General Manager, Search Engine Relations, About.com*
***Sue Feldman**, Director, Content and Retrieval Technologies, IDC*

What impact does paying for hits have on search engine revenue and relevance. This session will take a hard look at how the pursuit of revenues is changing the way search results are assembled. When a user enters a query, does that user get objective information or a distorted view? Does the pay for placement technology intrude into the intranet and extranet arenas where preferred consultants or vendors get their content pushed to the employee or business partner? Can users have confidence that displayed results from a Web search are on point and in line with expectations?

Closing Keynote

Sutton North

The Future Just Happened: Or Did It?
3:00 p.m. – 4:00 p.m.

***Marydee Ojala**, Editor, ONLINE magazine*

A panel of information industry luminaries will assess the state of online information. Is technology providing the futuristic ease of retrieval it promised? Can we rely on the Internet for all our information needs? How should we evaluate — and teach our clients to evaluate — the overlapping, ambiguous, contradictory, and sometimes just plain wrong pieces of information we uncover? What predictions can we make about the realistic future of online research?

At-A-Glance