

## 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.

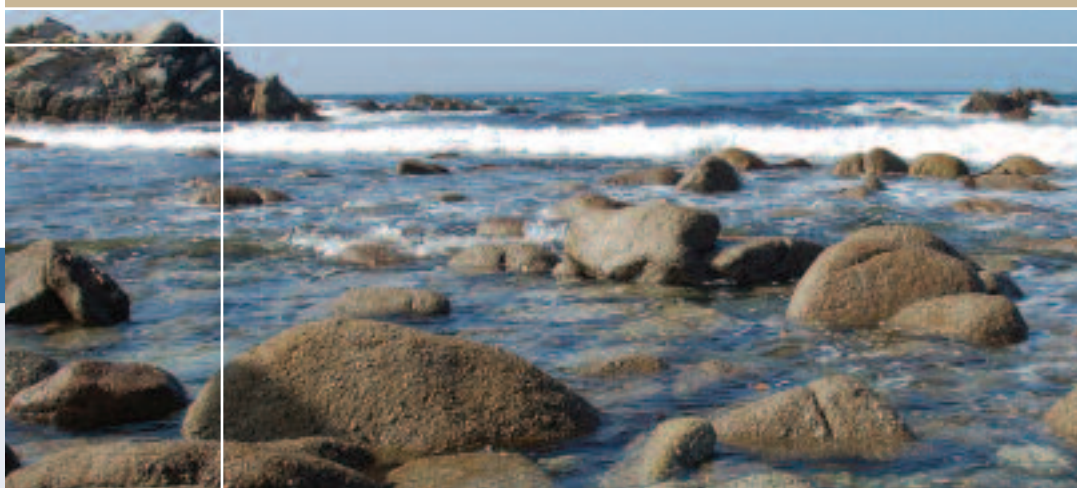
- W9: Searchers Academy
- W10: Web Managers Academy
- W11: Academic Library 2.0

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



## 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 ■ San Carlos Ballroom INFORMATION DISCOVERY & SEARCH

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 ■ De Anza I & II PUBLIC LIBRARIES

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 ■ Steinbeck Forum WEB DESIGN & DEVELOPMENT

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 ■ De Anza III STRATEGIES & BEST PRACTICES

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 LEARNING: MORE THAN TEACHING

San Carlos Ballroom

**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 ENTERPRISE TRENDS

Steinbeck Forum

**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 2.0 ORGANIZATIONS & ROLES

De Anza III

**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 VIRTUAL WORLDS & LIBRARIES

De Anza I & II

**D201: Virtual Worlds & Libraries**

**D202: Building Communities**  
in Second Life

**D203: The Second Life Smorgasbord**

**D204: The Second Life Smorgasbord**  
(continued)

**D205: Creating Library Services for**  
Teens in Second Life

**LUNCH BREAK— Visit the Exhibits**

**NETWORKING BREAK— Visit the Exhibits**

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 SEARCH ENGINES

San Carlos Ballroom

**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 CONTENT MANAGEMENT (CM)

Steinbeck Forum

**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 DIGITAL LIBRARIES, SYSTEMS, OPERATIONS

De Anza III

**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 GAMES, VIDEOS & LIBRARIES

De Anza I & II

**D301: Gaming & Libraries:**  
Engaging Strategies

**D302: World of Warcraft**  
Versus Second Life

**D303: Do You Need a Videographer?**

**D304: Running a Gaming Program**

**LUNCH RECEPTION— In the Exhibit Hall**

Steinbeck Forum

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