

Free Presentations — All Welcome

Announcing a series of free presentations for InfoToday 2002 Exhibit Hall visitors. Taking place in the Presentation Theatre in the Exhibit Hall, and covering a wide range of topical contemporary issues for information and knowledge professionals, these presentations are open to all and add value to your visit.

There is no need to register, simply pick the sessions of interest to you and arrive at the Presentation Theatre inside the InfoToday 2002 Exhibit Hall at the appropriate time.

These high-demand presentations are open on a first-come, first-served basis, so be sure to get there early!

	Tuesday	Wednesday	Thursday
11:00 a.m. – 11:15 a.m.	Tips for Teaching Search Engines Greg Notess	Trends for Internet Librarians Stephen Abram	Categorization & Visualization: The Basics , Ramana Rao
11:30 a.m. – 11:45 a.m.	The Future of the 'Infomediary' Audrey D. Melkin	Intranet Professional's Intranet Resources , Mary Lee Kennedy	Bates Best Business Sites Cybertour , Mary Ellen Bates
12:00 p.m. – 12:15 p.m.	Google Gets Serious Ran Hock	Best Practices in Content Management , Barak Pridor	Online Trends Marydee Ojala
12:30 p.m. – 12:45 p.m.	The Invisible Web Chris Sherman	Google Gets Serious Ran Hock	Tools & Techniques for Internet Librarians , Gary Price
1:00 p.m. – 1:15 p.m.	10 Top Tips for Negotiating Content Agreements , Gail Dykstra	Creating High Impact ROI for Data Management , Nimish Mehta	Library Automation Systems Marshall Breeding
1:30 p.m. – 1:45 p.m.	Exploring The Wayback Machine Greg Notess	Auto-Categorization Ins and Outs Gil Elbaz	Best Practices in Content Management , Barak Pridor
2:00 p.m. – 2:15 p.m.	Online Trends Marydee Ojala	Hot Off the Presses; a News Cybertour , Ran Hock	Bates Best Business Sites Cybertour , Mary Ellen Bates
2:30 p.m. – 2:45 p.m.	Web Design & Information Architecture , Peter Vlastelica	Top 5 Invisible Web Sites for Business Researchers , Marydee	Ojala Structuring, Mapping & Presenting Organizational Knowledge , Carston Wierwille
3:00 p.m. – 3:15 p.m.	Political Power Sites Cybertour Donna Scheeder	Making Your Website Usable Frank Cervone	
3:30 p.m. – 3:45 p.m.	Making Your Website Usable Frank Cervone	Next Generation Users Stephen Abram	
4:00 p.m. – 4:15 p.m.	10 Top Tips for Negotiating Content Agreements , Gail Dykstra	Tools & Techniques for Internet Librarians , Gary Price	
4:30 p.m. – 4:45 p.m.	Hot Off the Presses; a News Cybertour , Ran Hock	Intranet Professional's Intranet Resources , Mary Lee Kennedy	



Tuesday, May 14
10 a.m. – 6 p.m.

Wednesday, May 15
10 a.m. – 6 p.m.

Thursday, May 16
10 a.m. – 3 p.m.

E-mail stations will be open in the Exhibit Hall during exhibit hours for attendees to check their mail.

Tuesday, May 14

Tips for Teaching Search Engines

11:00 a.m. – 11:15 a.m.

Greg Notess, Reference Librarian, Montana State University & Creator, Search Engine Showdown

Come hear an expert on search engines as he shares his top tips for teaching others to use search engines. Not to be missed!

The Future of the 'Infomediary'

11:30 a.m. – 11:45 a.m.

Audrey D. Melkin, Vice President, Public Relations, Ingenta

Enabling access to e-journals may be one of the core activities of today's "infomediaries" but what does the future hold for online service providers who support these activities. And how can we benefit from future developments? Come and hear our speaker's predictions.

Web Design and Information Architecture

12:00 p.m. – 12:15 p.m.

Peter Vlastelica, Client Partner, Plumb Design

Anyone publishing information on the Web now knows that their business models rely on the ability to demonstrate the full value of their information products to their customers. Information architecture and interface design for these products must focus on communicating the depth and relatedness of the data, and should encourage users to easily uncover relevant and related information.

The Invisible Web (IW)

12:30 p.m. – 12:45 p.m.

Chris Sherman, Co-Author, *The Invisible Web* & Editor, SearchDay Newsletter

Some of the authoritative information accessible over the Internet is virtually invisible to search engines. Other material, often time sensitive content, can't be located via search engines. So how can you take advantage of the IW? How can you find this content? Our expert gives you a glimpse at how to do so.

10 Top Tips for Negotiating Content Agreements

1:00 p.m. – 1:15 p.m.

Gail Dykstra, Dykstra Research

Need content for your clients? Listen to an expert who provides 10 lessons and skills you can learn to become a more successful, and a more confident, negotiator of electronic license agreements.

Exploring the Wayback Machine

1:30 p.m. – 1:45 p.m.

Greg Notess, Reference Librarian, Montana State University & Creator, Search Engine Showdown

Are finding dead links and vanished Web sites important to you? Then join our expert to explore the World Wide Web of yore, and learn how to use advanced features of the Wayback Machine from the Internet Archive.

Online Trends

2:00 p.m. – 2:15 p.m.

Marydee Ojala, Editor, ONLINE Magazine

What's happening in the online world? What should we be studying, thinking about, and using? Hear what an expert searcher and writer has to say.

Google Gets Serious

2:30 p.m. – 2:45 p.m.

Of interest to serious searchers, this talk by one of the world's experts, **Ran Hock**, author of *The Extreme Searcher's Guide to Web Search Engines*, discusses the heavy duty features and content that Google has added over the last year.

Political Power Sites Cybertour

3:00 p.m. – 3:15 p.m.

Donna Scheeder, Congressional Research Service, Library of Congress, and former Chair of the DC Democratic Party, provides a tour of sites to keep you in the know about politics, politicians, and the issues that inhabit the political landscape in the US.

Making Your Website Usable

3:30 p.m. – 3:45 p.m.

Frank Cervone, Director, Library Systems, Northwestern University

Hear the top ten tips from an experienced Web designer and developer for making your site usable and readable to those you most want to reach.

10 Top Tips for Negotiating Content Agreements

4:00 p.m. – 4:15 p.m.

Gail Dykstra, Dykstra Research

Need content for your clients? Listen to an expert who provides 10 lessons and skills you can learn to become a more successful, and a more confident, negotiator of electronic license agreements.

Hot Off the Presses: Cybertour of News Sources

4:30 p.m. – 4:45 p.m.

Ran Hock, *Online Strategies* & author of *The Extreme Searcher's Guide to Web Search Engines*

Jimmy Olsen, get in here! A quick look at some key resources for locating the hottest news, the most far-reaching news, the newest news, and even the oldest news on the Internet.

Free Reception at



Information Today, Inc. invites all attendees and exhibitors to a complimentary reception.

A wine and cheese reception will be held in the Exhibit Hall on Tuesday from 5:00 - 6:00 p.m.

Wednesday, May 15

Trends for Internet Librarians

11:00 a.m. – 11:15 a.m.

Stephen Abram, VP Corporate Development, Micromedia ProQuest

What's hot? What's going to have the biggest impact on our libraries and services in the coming years? Hear what a dedicated futurist in the information industry thinks are key trends.

Intranet Professional's Intranet Resources

11:30 a.m. – 11:45 a.m.

Intranet Professional editor, **Mary Lee Kennedy**, shares the newsletter's top intranet resource sites — from do-it-yourself intranets, to design tips and guidelines, to content integration toolkits.

Best Practices in Content Management (CM)

12:00 p.m. – 12:15 p.m.

Barak Pridor, CEO, of ClearForest, shares best practices, including case studies from Thomson Financial and Dow Chemical, that illustrate how these companies are maximizing productivity and time to market for new product introduction. The presentation focuses on the information overload that corporations are facing, the role of intelligent tagging in extracting relevant information, and the general principles and specific strategies corporations need to solve these problems.

Google Gets Serious

12:30 p.m. – 12:45 p.m.

Of interest to serious searchers, this talk by one of the world's experts, **Ran Hock**, author of *The Extreme Searcher's Guide to Web Search Engines*, discusses the heavy duty features and content that Google has added over the last year.

Creating High Impact ROI For Your Unstructured Data Management System

1:00 p.m. – 1:15 p.m.

Nimish Mehta, President & CEO, Stratify (formerly Purple Yogi)

This presentation reviews the essential points for creating ROI for your corporation while dramatically increasing the power of existing enterprise applications and reducing the significant amount of time spent by employees each day looking for information to support operational activities and decision making.

Auto-Categorization Ins and Outs

1:30 p.m. – 1:45 p.m.

Gil Elbaz, Founder and CIO, Applied Semantics

This session discusses how automatic categorization can be made practical for many types of applications through the use of ontologies. Hear about options, applications and real world examples.

Hot Off the Presses: Cybertour of News Sources

2:00 p.m. – 2:15 p.m.

Ran Hock, Online Strategies & author of The Extreme Searcher's Guide to Web Search Engines

Jimmy Olsen, get in here! A quick look at some key resources for locating the hottest news, the most far-reaching news, the newest news, and even the oldest news on the Internet.

Top Five Invisible Web Sites for Business Researchers

2:30 p.m. – 2:45 p.m.

Marydee Ojala, Editor, ONLINE Magazine

Join ONLINE's Dollar Sign columnist as she shares her top five Web sites for targeted, relevant, and timely information on a variety of business topics in this in-depth cybertour.

Making Your Website Usable

3:00 p.m. – 3:15 p.m.

Frank Cervone, Director, Library Systems, Northwestern University

Hear the top ten tips from an experienced Web designer and developer for making your site usable and readable to those you most want to reach.

Next Generation Library Users

3:30 p.m. – 3:45 p.m.

Stephen Abram, VP Corporate Development, Micromedia ProQuest

So what do we need to know about our future clients? Are they different than us? Yes, says this global trend watcher. So what do we do? Come and hear some potential strategies for dealing with nextgen patrons.

Tools & Techniques for Internet Librarians

4:00 p.m. – 4:15 p.m.

Gary Price, Editor, Virtual Acquisition Shelf & News Desk

Come hear about the latest tools and techniques used by an expert to keep current with new Internet reference resources. The co-author of *The Invisible Web* shares the tools he uses to monitor the 'Net and keep current, as well as some tips for finding quality material.

Intranet Professional's Intranet Resources

4:30 p.m. – 4:45 p.m.

Intranet Professional editor, **Mary Lee Kennedy**, shares the newsletter's top intranet resource sites — from do-it-yourself intranets, to design tips and guidelines, to content integration toolkits.

Thursday, May 16

Categorization & Visualization: The Basics

11:00 a.m. – 11:15 a.m.

Fighting in the content management trenches for many years, **Ramana Rao**, Chief Technology Officer & SVP, Inxight Software, explains how these new content access technologies integrate search and browse, why this is important, and shares some strategies for using them to effectively interact with content.

Bates Best Business Sites Cybertour

11:30 a.m. – 11:45 a.m.

Mary Ellen Bates, author of *Super Searchers Do Business & Super Searchers Cover the World*, shares her favorite sites for gathering information on companies, their industries and competitors. A quick look by an expert through the best of business on the Web.

Online Trends

12:00 p.m. – 12:15 p.m.

Marydee Ojala, Editor, *ONLINE Magazine*

What's happening in the online world? What should we be studying, thinking about, and using? Hear what an expert searcher and writer has to say.

Tools & Techniques for Internet Librarians

12:30 p.m. – 12:45 p.m.

Gary Price, Editor, Virtual Acquisition Shelf & News Desk

Come hear about the latest tools and techniques used by an expert to keep current with new Internet reference resources. The co-author of *The Invisible Web* shares the tools he uses to monitor the 'Net and keep current, as well as some tips for finding quality material.

Library Automation Systems: Evaluating & Implementing

1:00 p.m. – 1:15 p.m.

Marshall Breeding, Vanderbilt University

This session, by the author of Library Technology Guides Web site, provides an overview of the key criteria for evaluating library automation systems, a look at which ones are available for further investigation in the exhibition hall, and some tips for implementing a new system in your library.

Best Practices in Content Management (CM)

1:30 p.m. – 1:45 p.m.

Barak Pridor, CEO, of ClearForest, shares best practices, including case studies from Thomson Financial and Dow Chemical, that illustrate how these companies are maximizing productivity and time to market for new product introduction. The presentation focuses on the information overload that corporations are facing, the role of intelligent tagging in extracting relevant information, and the general principles and specific strategies corporations need to solve these problems.

Bates Best Business Sites Cybertour

2:00 p.m. – 2:15 p.m.

Mary Ellen Bates, author of *Super Searchers Do Business & Super Searchers Cover the World*, shares her favorite sites for gathering information on companies, their industries and competitors. A quick look by an expert through the best of business on the Web.

Structuring, Mapping, and Presenting Organizational Knowledge

2:30 p.m. – 2:45 p.m.

Carsten Wierwille, Vice President Client Partner, Plumb Design

This presentation will discuss how organizations can find ways to organize and present knowledge assets using information visualization and smart business process design.

Future Conference Dates

Mark your calendars with the dates of all the upcoming conferences sponsored by Information Today, Inc.
For more information, call our Customer Service Dept. at

609/654-6266,

or visit our Web site at

www.infotoday.com



intranets 2002

October 29-31, 2002

Santa Clara Convention Center
Santa Clara, CA

Internet Librarian 2002

November 4-6, 2002

Palm Springs Convention Center
Palm Springs, CA