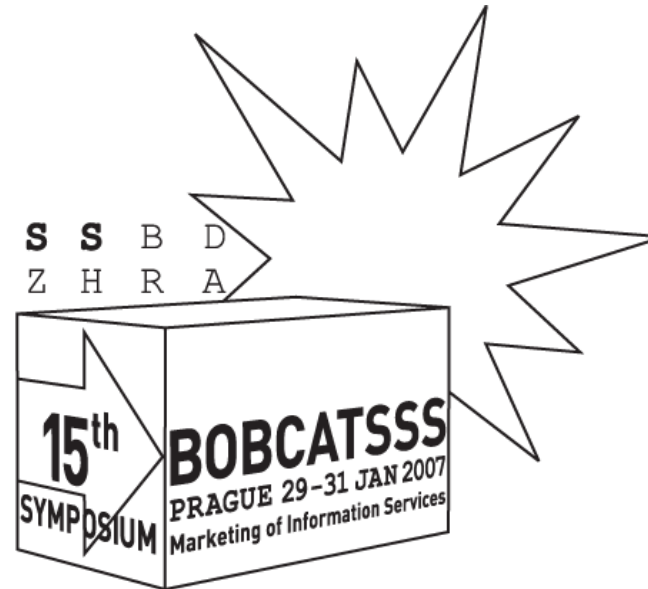


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SYMPOSIUM PROGRAMME

Charles University in Prague
Hochschule der Medien Stuttgart
Hochschule Konstanz HTWG

Monday January 29th**Prague City Hall Auditorium, Mariánské nám. 2, Praha 1****12.00 - 14.00 Registration*****14.00 - 16.00 Opening Ceremony**

Welcome from the BOBCATSSS 2007 organizers
(Linda Skolkova and Philipp Leinenkugel)

Marie Kousalíková, Prague City Councillor for Financial Policy

Stanislav Stech, Prorector for development of Charles University in Prague

Michal Stehlik, Dean of Faculty of Arts, Charles University in Prague

Valentin Gescher, Cultural Attaché of Germany

Ragnar Audunson, Chairman of EUCLID

Tomas Rehak, Municipal Library of Prague
"There are two kinds of libraries..."

BOBCATSSS 2007 organizers

16.00 - 16.30 Coffee Break**16.30 - 18.00 EUCLID Session**

Introduction by David Bawden, Board Member EUCLID
"One Step Further: the European Curriculum Development Project one year after"

Prepared and short comments by:

- Alexandra Horvath, EBLIDA
- Hans Christoph Hobohm, Potsdam University of Applied Sciences
- Peter Murany, Breszenyi College, Szombathelyi, Hungary
- Terry Weech, Graduate School of Library and Information Science, Illinois, Urbana-Champaign

Municipal Library of Prague, Mariánské nám. 1, Praha 1**19.00 - Evening Reception**

Ruud Bruyns

Alexander Roos, Hochschule der Medien Stuttgart

Richard Papik, Charles University in Prague

Rudolf Vlasak, Czech Information Society

The BOBCAT of the Year ceremony – EUCLID's Award for Outstanding Contributions to European Library and Information Science

** Registration opening hours: Mon 29th 12.00 - 18.00 (Prague City Hall Auditorium), Tue 30th 8.30 - 18.00, Wed 31st 8.30 - 12.30 (Charles University in Prague area Jinonice)*

Tuesday January 30th

Charles University in Prague area Jinonice, U Kříže 8, Praha 5

9.00 - 10.30	Room A	Room B	Room C	Room D	Room E	Room F
	<p>Customer Satisfaction I</p> <p>Moderators: Lenka Nemeckova, Petra Myskova</p> <p><u>Niels Ole Pors, Carl Gustav Johannsen</u> Innovation Marketing and Competition: A study of libraries' market penetration and the users' perceptions and preferences</p> <p><u>Casper Hvenegaard Rasmussen, Henrik Jochumsen</u> The Public Library in the Customer Society</p> <p><u>Radovan Vrana, Ana Barbaric, Ivana Pondejlik, Ivana Mikanovic</u> Win, lose, or draw: determining the winner in sustaining positive public image in the competition between public libraries and electronic media</p>	<p>Marketing BOBCATSSS</p> <p>Moderators: Philipp Leinenkugel, Anja Reuter</p> <p><u>Karin Kaiser</u> Communication Design & Marketing of Information Services - the Communication Concept of >>BOBCATSSS 2007<<</p> <p><u>Marianne Ericsson</u> Marketing the BOBCATSSS Symposium to LIS-Students</p> <p><u>Laurits Thomas Rasmussen</u> The virtual BOBCATSSS network marketing</p>	<p>Marketing of Digital Information</p> <p>Moderators: Linda Skolkova, Radka Rimanova</p> <p><u>Antonia Arahova, Rejean Savard</u> Marketing Online Services in Libraries: The Distant Patron the Nearest Customer</p> <p><u>Marie Solum Hansen</u> Marketing a commercial website to librarians</p>	<p>Competitive Intelligence I</p> <p>Moderators: David Parker, Florian Ehing</p> <p><u>Zdenek Molnar, Michael Has</u> Using Competitive Intelligence for enhancing Business cluster competitiveness</p> <p><u>Tomas Vejlupek, Tovek</u> Using visualization tools in Competitive Intelligence</p> <p><u>Katherine Hayes</u> Expectations of Librarian's and Information Professional's in the Google World</p>	<p>Video Projection</p> <p>Recorded key note speech of <u>Deborah Jacobs</u> How to make libraries the most respected and valuable Community Institution through good Marketing (loop)</p>	<p>Workshop</p> <p>Moderator: Katerina Pojerova</p> <p><u>Ivan Spingl</u> Strategic Information for Company Growth</p>

10.30 - 11.00

Coffee Break

11.00 - 12.30	Room A	Room B	Room C	Room D	Room E	Room F
	<p>Marketing the Profession</p> <p>Moderators: Stefanie Al&mann, Anja Reuter</p> <p><u>Gitte Balling, Lise Alsted Henrichsen, Laura Skouvig</u> Marketing the Profession: Let the Spinster do the Job?</p> <p><u>Toth Mate</u> How to make the profession more attractive? Governmental and professional efforts in Hungary</p> <p><u>Justyna Jasiewicz-Hall</u> Do librarians laugh?</p>	<p>Competitive Intelligence II</p> <p>Moderators: David Parker, Florian Ehing</p> <p><u>Liwen Vaughan</u> Web Data Mining for Competitive Intelligence</p> <p><u>Lyndsay Rees-Jones, SLA Europe</u> Positive Professionalism: why librarians are ideally suited to the cut and thrust of competitive intelligence</p>	<p>Marketing and LIS Education I</p> <p>Moderators: Ondrej Sebor, Petra Myskova</p> <p><u>Emma Olander, Katrin Strindevall</u> Study at the Swedish School of Library and Information Science! A study of marketing at the Swedish School of Library and Information Science at Borås University College</p> <p><u>Richard Papik</u> Reasons for Competitive Intelligence Topics in Curriculum of Information and Library Schools</p> <p><u>Angela Maycock, Terry Weech</u> Relationship Marketing and the Academic Library: Preparing Future Librarians to Market Information Services</p>	<p>Marketing Information Tools I</p> <p>Moderators: Dominika Sokol, Martin Soucek</p> <p><u>Tord Høivik</u> Competition and marketing: Public Libraries in the Norwegian reference market</p> <p><u>Dominika Sokol</u> Developing Marketing Strategies for dLIST and the LIS Commons</p> <p><u>Jaroslav Horky, Medisty</u> There is no database in the world that contains everything... (Sample searching from STN International database network)</p>	<p>Video Projection</p> <p>Recorded key note speech of <u>Deborah Jacobs</u> How to make libraries the most respected and valuable Community Institution through good Marketing (loop)</p>	<p>Workshop</p> <p>Moderator: Katerina Pojerova</p> <p><u>Dace Bukovska</u> Human Factor in the Library: Breaking the Stereotypes</p>

12.30 - 14.30

Lunch

13.30 - 14.30	Poster Presentation
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Tuesday January 30th

Charles University in Prague area Jinonice, U Kříže 8, Praha 5

14.30 - 16.00	Room A	Room B	Room C	Room D	Room E	Room F
	<p align="center">Branding</p> <p><i>Moderators: Lucie Korandova, Barbora Kabrtova</i></p> <p><u>Yoo-Seong Song</u> Brand Management for Academic Libraries: Constructing a Value Proposition</p> <p><u>Tanja Mercun, Maja Blazic, Barbara Plestenjak, Neja Mlakar</u> Library LOGO: an effective way of marketing or an UJO - unknown usefull object</p> <p><u>Ivanka Ferencic</u> The basics of branding in public libraries in Croatia</p>	<p align="center">Marketing in the Electronic Environment</p> <p><i>Moderators: Ondrej Sebor, Lucie Vavrikova</i></p> <p><u>Joost Kircz</u> Creation Driven Marketing: a vision paper</p> <p><u>Eeva-Liisa Eskola</u> Developing and marketing of customer-oriented and ICT-based information services for small and medium size enterprises in South-West Finland</p> <p><u>Raoul Boers</u> Ubi et orbi - The paperless library as a content broker and information aggregator</p>	<p align="center">Marketing for Special Target Groups</p> <p><i>Moderators: Lenka Nemeckova, Vera Pilecka</i></p> <p><u>Sissel Rødland</u> The prison library - a source for higher life quality? - How to market literature as a positive experience for inmates?</p> <p><u>Hana Field, Terry Weech</u> Marketing Public Library Services to Older People</p> <p><u>Mihaela Banek Zorica, Sonja Spiranec, Nikolaj Lazic</u> School librarian - marketing specialist?!</p>	<p align="center">Promoting Libraries</p> <p><i>Moderators: Monika Friedmanova, Barbora Sevcikova</i></p> <p><u>Jan Rylich, Tomas Tomanek</u> State Technical Library and Medistry Ltd.: Comparison of marketing methods</p> <p><u>Tor Sveum</u> Marketing an promoting the library through the integration of services. The case of Norwegian libraries</p> <p><u>Maria Farras, Joana Ferrer, Marga Mulet, Mireia Siles</u> Service charts: a tool for promoting and marketing university libraries</p>	<p align="center">Video Projection</p> <p><u>Recorded key note speech of Deborah Jacobs</u> How to make libraries the most respected and valuable Community Institution through good Marketing (loop)</p>	<p align="center">Workshop</p> <p><i>Moderator: Katerina Pojerova</i></p> <p><u>Werner Schweibenz</u> Using the Personas Method for Applying Marketing and User Research Data</p>

16.00 - 16.30

Coffee Break

16.30 - 18.00	Room A	Room B	Room C	Room D	Room E	Room F
	<p align="center">Case Studies</p> <p><i>Moderators: Lenka Nemeckova, Radka Rimanova</i></p> <p><u>Ilona Feketene Birkus, Anna Juhasz-Bariak</u> Promotion of Library Services in the Institutional Library of SEAS at ELTE University</p> <p><u>Heidi Romsaas, Ellen Heiberg</u> Marketing Planning for Academic Libraries: from everyday services to conscious level marketing</p> <p><u>Martina Kerec</u> Public Relations in Slovenian Academic Libraries</p>	<p align="center">Business Intelligence</p> <p><i>Moderators: David Parker, Philipp Leinenkugel</i></p> <p><u>Ariff Syah Juhari, Derek Stephens</u> Provisions for Evaluating Competitive Intelligence Software for use in Small and Medium-sized Enterprises (SMEs) in Malaysia</p> <p><u>Hannah Verhoeff</u> Adopt Business Intelligence: Solution or Pollution for the Company Culture?</p> <p><u>Claus Wolf, CSA Trainer</u> Integrating Users and Resources in Information Marketing</p>	<p align="center">Human Factor</p> <p><i>Moderators: Mareike Hartling, Linda Skolkova</i></p> <p><u>Antti Virrankoski</u> Promoting by Expertise - A Study on Information Search and Usage in Geographical Research as an Instrument for Marketing Librarianship</p> <p><u>Bodil Jorgensen Schyllit</u> Library user training as marketing - explorations into the comprehensions and usability of library user training as a marketing tool</p> <p><u>Sebastian Mundt</u> What method for your survey project? A guide for students and practitioners</p>	<p align="center">Marketing and LIS Education II</p> <p><i>Moderators:</i></p> <p><u>Bob Glass</u> Library & Information Science Courses - Making them work</p> <p><u>Maria Burke</u> Reflection: Light, Mirrors and Hidden Shadows: the marketing of Personal Development Plans in Higher Education</p> <p><u>Frantisek Salanda, Creditinfo Czech Republic</u> Media monitoring - effective tool for working with information</p>	<p align="center">Workshop</p> <p><i>Moderator: Franziska Ahlfanger</i></p> <p><u>Elena Corradini</u> Marketing digital collections and services for children and young adults</p>	<p align="center">Workshop</p> <p><i>Moderator: Katerina Pojerova</i></p> <p><u>Werner Schweibenz</u> Using the Personas Method for Applying Marketing and User Research Data (continued)</p>

Restaurace U ROTTA, Malé nám. 3, Praha 1

19.30 -

Social Event

Wednesday January 31st

Charles University in Prague area Jinonice, U Kříže 8, Praha 5

9.00 - 10.30	Room A	Room B	Room C	Room D	Room E	Room F
	<p>Networking</p> <p>Moderators: <i>Stefanie Aßmann, Franziska Ahlfanger</i></p> <p><u>Olivia Macolic, Friederike Schleinitz</u> Swarm Intelligence</p> <p><u>Stephen Marvin</u> Transition in Information – Transinformation – Transforming Information Services</p> <p><u>Michael Rene Kristiansson</u> Marketing as Networking in the Modern Library</p>	<p>Marketing Strategies I</p> <p>Moderators: <i>Dominika Sokol, Linda Egemova</i></p> <p><u>Jan Soukup, Lukas Kulovany</u> Marketing strategy of public and academic library</p> <p><u>Marian Koren</u> Strategic choices for national library campaigns: Learning from experiences in the Netherlands and Denmark</p> <p><u>Petr Ocko</u> Prospects of Marketing in the Information Economy</p>	<p>Customer Satisfaction II</p> <p>Moderators: <i>Barbora Kabrtova, Lucie Korandova</i></p> <p><u>Jack Andersen, Nanna Kann-Christensen</u> Marketing the library: between customer satisfaction and accountability</p> <p><u>Tereza Sedivcova Triskova</u> Library as a partner of users</p> <p><u>Joseph Frank Rogani</u> Consortia and library services: users' satisfaction with the Emeroteca Virtuale digital services at the University of Calabria</p>		<p>Workshop</p> <p>Moderator: <i>Anja Reuter</i></p> <p><u>Emiel Korte, Ivan Pascal, Koos Kerkhoven, Maria Tsaousi, Ziren Zhou</u> RFID: The new marketing tool?</p>	<p>Workshop</p> <p>Moderator: <i>Katerina Pojerova</i></p> <p><u>Sabien Adelaar, Marijke Groesz, Ella Ruigrok</u> Guiding the blind marketeer?</p>

10.30 - 11.00

Coffee Break

11.00 - 12.30	Room A	Room B	Room C	Room D	Room E	Room F
	<p>Marketing Strategies II</p> <p>Moderators: <i>Franziska Ahlfanger, Mareike Hartling</i></p> <p><u>Florence Muet</u> External Analysis: an Essential Tool for Diagnosing LIS Marketing Environment and Positioning</p> <p><u>Isabell Leibing, Guido Baltes</u> Guerrilla Marketing for Information Services?</p> <p><u>Linda Ashcroft</u> Public Relations challenges for libraries</p>	<p>Marketing Information tools II</p> <p>Moderator: <i>Barbora Sevcikova</i></p> <p><u>Josef Herget</u> Assessment Concepts and Benchmarking Studies as a Marketing Tool: A Case Study in the Field of Website Search</p> <p><u>Radka Rimanova, Linda Skolkova</u> Library catalogue as a Marketing Tool for Library Services</p> <p><u>Frantisek Vrabel, NewsTin.com</u> Cross-Language News Aggregation delivering Global Business Intelligence</p>	<p>Marketing for Special Purposes</p> <p>Moderators: <i>Monika Friedmanova, Linda Egemova</i></p> <p><u>Jelke Nijboer</u> Forgotten books: the new social and cultural agenda</p> <p><u>Petra Hauke, Kathrin Grzeschik, Jana Rumler, Sebastian Wilke</u> Open Access between Request and Reality</p> <p><u>Janneka Guise</u> Planning, Marketing and Delivering a Summer Research/Writing Workshop to new University Students: A Model for International Collaboration</p>		<p>Workshop</p> <p>Moderator: <i>Katerina Pojerova</i></p> <p><u>Jonas Matthias Eiriksson, Jose Manuel Retsloff, Marie Ulletved Jørgensen</u> Quality, Actuality and Diversity: Marketing of Library and Information Services</p>	<p>Workshop</p> <p>Moderator: <i>Stefanie Aßmann</i></p> <p><u>Sylvia Daskalova, Anita Kiss, Frederik Beekman, Kalliopi Synodinou, Jiannis Ntalianis</u> Knowing Your Target Group and Use Your Knowledge</p>

12.30 - 14.00

Lunch

Municipal Library of Prague, Mariánské nám. 1, Praha 1

15.00 - 16.30	Closing Session
	<p>(Moderators Linda Skolkova and David Parker)</p> <p>Slide Show of BOBCATSSS 2007</p> <p>Introduction of BOBCATSSS 2008 organizers</p> <p>Farewell</p>

