

ISI SAMUEL

LAZEROW

MEMORIAL LECTURE

Friday, November 3, 2006
No-host bar: 7:00 pm - 7:30 pm
Lecture: 7:30 pm - 9:00 pm
Hotel Sainte Claire, St. Claire Room
302 South Market Street, San Jose, California
Metered and public parking free after 6:00 pm
No charge for admission

Host: SJSU - School of Library and Information Science
Sponsored by Thomson Scientific

Are We Ready For Massive Library Innovation?

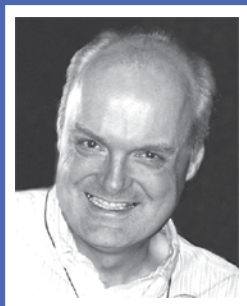
Speaker: Stephen Abram
VP Innovation, SirsiDynix

There is a global conversation going on right now about the next generation of the web. It's happening under the series title "Web 2.0". It's the McLuhanesque hot web where true human interaction takes precedence over merely 'cool' information delivery and e-mail. It's about putting information into the real context of our users' lives, work and play. It's about truly understanding user needs. What does Library 2.0 look like in this Web 2.0 ecosystem? In a world of MySpace, Facebook, Virtual Worlds and Second Life and a world with user-driven tools like del.icio.us, Flickr, Blogger, LibraryThing, and Pandora - what are the competencies needed by Librarian 2.0 to sustain relevance? Come and hear Stephen Abram's highlights to spark this discussion further.



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This event is wheelchair accessible. Individuals needing other accommodations should contact the School of Library and Information Science at 408-924-2416 as soon as possible.



Stephen Abram