

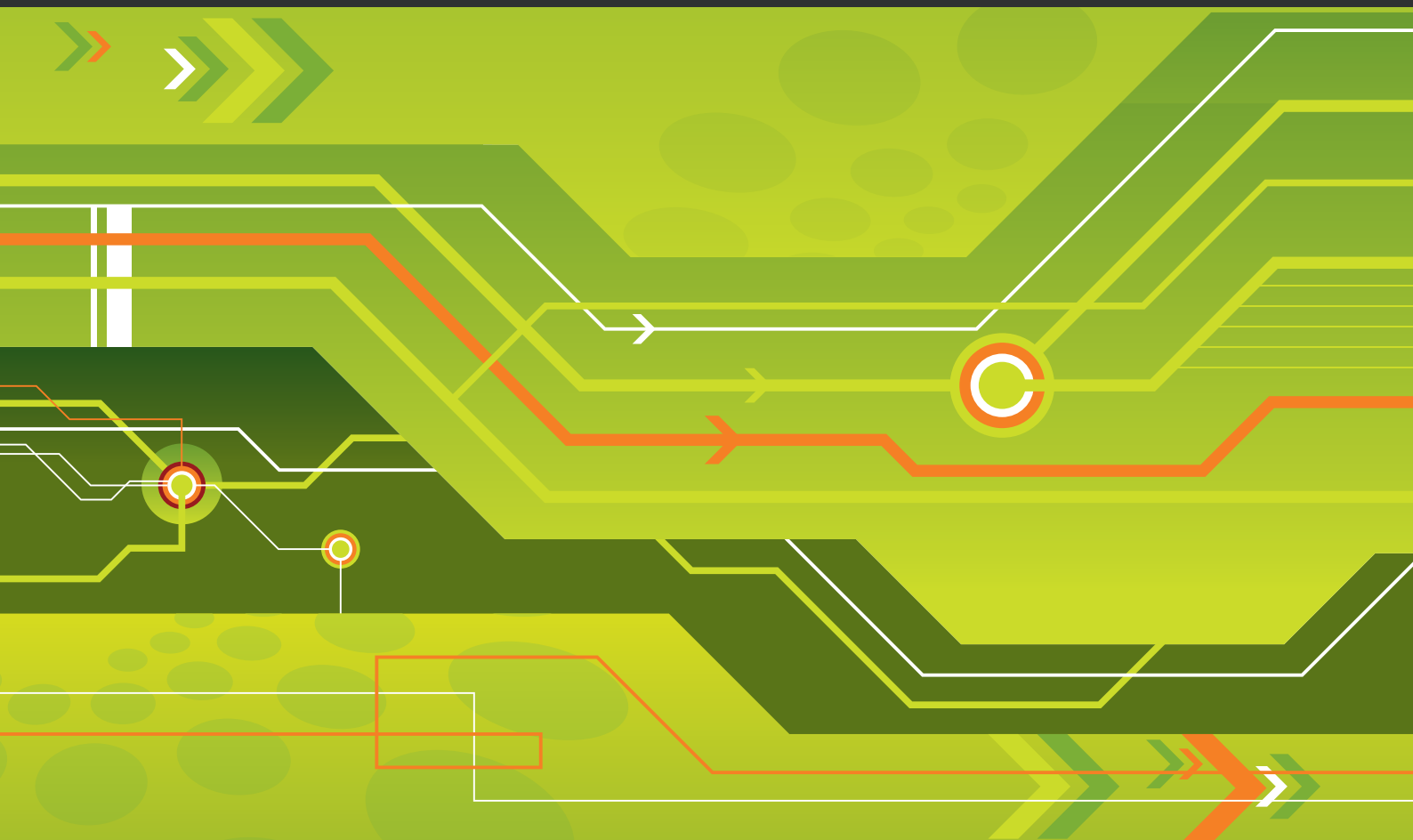


intelligent information
the first place you look

SYMPOSIUM2012

Discover, Connect, Grow

Sofitel Sydney Wentworth, NSW
3 – 4 May 2012



Registration Brochure



KEY DATES:

EARLY REGISTRATION
ACCOMMODATION

Closing Date: 2 March 2012
Rate Guaranteed To: 2 April 2012 (pending availability)



intelligent information the first place you look SYMPOSIUM 2012

Dear colleagues,

Welcome to the inaugural Intelligent Information Symposium.

We are very excited to present you with this 1.5 day event for the information profession within the Asia Pacific Region. The Symposium will be held from the 3 – 4 May 2012 at the Sofitel Sydney Wentworth.

We have designed the symposium so delegates can interact with speakers and vendors who have backgrounds in social media, taxonomy, information and records management, research, knowledge management, mobility, information design and architecture. Just to name a few.

Our program will reflect the diversity of the people and technology of our industry through workshops, round-table discussions, video conferencing and presentations.

We hope you find this new symposium both educational and inspiring.

I look forward to seeing you at Intelligent Information 2012.

Kay Harris

Intelligent Information 2012 Chair

ORGANISING COMMITTEE

- » **Kay Harris**, Director, Intelligent Information
- » **Michelle Nutting**, Marketing and Communications, IMBASE and Intelligent Information
- » **Melissa Simmons**, Client Relations Manager, Vista Information Services & Solutions
- » **Rawdyn Nutting**, Chief Technology Officer, Codebase

SYMPOSIUM SECRETARIAT

For all enquiries please contact:

Ms Melissa Lawlor
Intelligent Information 2012 Secretariat
C/ – Conference Action Pty Ltd
PO Box 576
Crows Nest NSW 1585 Australia
Tel: +61 2 9431 8699
Fax: +61 2 9431 8677
Email: Intelligentinfo@conferenceaction.com.au

SYMPOSIUM VENUE

The Intelligent Information 2012 Symposium will be held at:

Sofitel Sydney Wentworth
61 – 101 Phillip Street
Sydney NSW 2000 Australia
Tel: +61 2 9228 9188
Fax: +61 2 9228 9133
Web: www.sofitelsydney.com.au

There will be complimentary wi-fi available in the symposium space for the duration of the event.

WEBSITES and SOCIAL MEDIA

Please visit the below websites for online registration (if paying by credit card) and for up-to-date information about the Symposium.

<http://intelligentinfo.com.au>
<http://imbase.org/blog>

SOCIAL MEDIA

Twitter: twitter.com/IMBASE.org #iiau
Facebook: IMBASE
Linkedin: IMBASE

TRADE EXHIBITION

The exhibition will be held in the Level 3 Foyer and Brisbane Room at the Sofitel Sydney Wentworth from 3 – 4 May 2012. Morning tea, lunch and afternoon tea will be served in this area to enable you to visit all exhibitors whose support of the event is much appreciated.

KATE CARRUTHERS

*Digital and Community Manager for
Genea, World Leaders in Fertility*



Kate Carruthers has extensive experience in delivery of corporate IT, web and e-commerce solutions for organisations such as AMP, GE and Westfield. She is deeply involved with social media and the digital revolution. Over the past few years Kate has worked with business, web and marketing teams

to deliver integrated digital and marketing strategies. Her focus is online collaboration, social media, digital integration and marketing.

BACKGROUND

Kate has completed postgraduate studies in management, marketing and e-commerce. She also has a strong back ground in 6 Sigma, process improvement and enterprise application development.

In addition to consulting, Kate has also worked with Leadership Management Australasia to deliver business management training (Diploma of Business and Certificate IV in Business) and coaching to clients including NSW Department of Commerce and Office of Fair Trading. Previously she lectured at Macquarie University in the Graduate Accounting Program.

Consulting assignments have included technology advice in a trademark dispute for a software games manufacturer, and web strategy and marketing for various enterprise and e-business clients.

ORGANISATION

She has worked in senior executive roles with a broad range of organisations including – Westfield Ltd, NSW State Treasury, General Electric, AMP Limited, Citibank and the National Trust of Australia.

Kate was a longstanding member of the Institute of Electrical and Electronic Engineers (IEEE) and is a Senior Member of the Australian Computer Society (ACS).

NIC HODGES

*Head of Innovation & Technology,
MediaCom Australia*



Nic is a creative thinker, digital innovator, and compulsive technology junkie. He believes that brilliant ideas enabled by technology will continue to play an increasingly large role in our daily world, and offers the ability to make both our lives and work better.

In his role as Head of Innovation & Technology for MediaCom Australia, Nic oversees all strategy and planning across paid, owned, earned and search media. He leads the agency and clients in thinking on emerging technologies and platforms, and is always looking for innovative ways to solve problems through technology.

Previously Nic has worked as Digital Creative Director at Clemenger BBDO and Technical Director at M&C Saatchi, as well as being part of the pioneering Melbourne digital agency Sputnik.

Nic is an active member in the marketing community, sitting on IAB, Media Federation of Australia, and TCC digital councils. He teaches the ADMA Certificate in Digital Marketing, and has lectured at AWARD School. Nic is also an active contributor in the trade press, as well as writing the Uneven Distribution blog at www.nichodges.com and presenting at industry events on topics ranging from creative thinking to technology in media investment.

JOAN FRYE WILLIAMS

Library Consultant and Futurist



For more than 30 years Joan Frye Williams has been a successful librarian, consultant, vendor, planner, trainer, evaluator and user of library services, with a special emphasis on innovation, technology and emerging library trends. She is the president of her own library consulting firm, based in Sacramento, California, USA.

Just to give you an idea of how long Joan has been interested in library issues: her first library job was as a junior page in 1964. Since then she has been continuously employed in the library field. Along the way she received an MLS from the University of California at Berkeley, and in addition to her consulting practice she has worked in public, special and academic libraries, for library automation vendors, as well as at the California State Library. Her many clients include large and small libraries, library consortia, state and federal library agencies, professional library associations, library boards, library vendors and architects.

Joan is best known as an acute – and sometimes irreverent – observer of trends in what she calls “the cultural anthropology of libraries.” She is an internationally recognised library futurist and designer of innovative library services.

KAREN STOCKS

Head of YouTube, Media Platforms & Display, Google Australia and New Zealand



Karen Stocks heads up the YouTube, Media Platforms and Display sales teams in Australia and New Zealand where she works with advertisers and content partners to reach a wide audience through YouTube and the Google Display Network. Prior to this role, Karen headed up Google’s online sales and operations Asia Pacific team responsible for sales across a global advertiser, agency and publisher base.

Karen joined Google in 2007 from Vodafone, where she worked for twelve years, most recently as General Manager for Service Strategy and General Manager for Customer Service.

WORKSHOP 1: Sustainable is the New Strategic

Facilitator: Joan Frye Williams

When times were (relatively) stable, the library planning buzzword was “strategic.” In today’s rapidly changing fiscal, social and technological landscape, we also need to consider whether what we do is sustainable. This half-day interactive workshop will provide participants with the skills and tools they need to ensure the long-term sustainability of any library program or service. We’ll look at four aspects of sustainability: existential, operational, political and financial.

This is a fast-paced, pragmatic session, based on real-world examples. Through individual and group exercises, participants will apply specially developed planning tools to their own library’s services. All participants will receive a set of sustainability checklists, as well as practical tips about how to avoid common service planning pitfalls. You will leave better equipped to revamp or retire existing services, improve processes, and evaluate new service models.

This workshop is appropriate for anyone who would like to do a better and more cost-effective job of planning library services in a changing environment. It is a must for anyone who is absorbing budget cuts, realigning workflows, or rethinking library facilities. This workshop is also suitable for library board members and other non-MLS policy-makers.

WORKSHOP 2: Making the Most of LinkedIn

Facilitator: Vicki Bell

Whether you are new to LinkedIn or have been ‘in’ there for some time, you will benefit from attending this workshop.

Within a few short hours you will discover:

- » How to make the most of your profile
- » How to take control of your profile
- » How to find company and people information
- » How to connect with people strategically
- » How to raise awareness of you and the organisation you represent

WORKSHOP 3: Preparing for Multiple Futures

Facilitator: Steve O’Connor

Information is changing in terms of availability, form and access. Information, our organisations and the nature of work will change in uncertain ways into the future.

This workshop is designed to explore the non-linear and uncertain nature of the future and the need to allow for multiple futures in our thinking and planning. The participants will be able to address their own way of thinking about the future(s) of information and their own place in one of those futures. They will begin to develop the skills necessary to analyse future trends and to lead their organisations more effectively.



Thursday, 3 May 2012

1200 – 1900 Registration Open

1330 – 1500	WORKSHOP 1: Sustainable is the New Strategic Joan Frye Williams	WORKSHOP 2: Making the Most of LinkedIn Vicki Bell	WORKSHOP 3: Preparing for Multiple Futures Steve O'Connor
-------------	--	---	--

1500 – 1530 Afternoon Tea

1530 – 1700	WORKSHOP 1: Sustainable is the New Strategic Joan Frye Williams	WORKSHOP 2: Making the Most of LinkedIn Vicki Bell	WORKSHOP 3: Preparing for Multiple Futures Steve O'Connor
-------------	--	---	--

1700 – 1900 Welcome Reception

Friday, 4 May 2012

0730 – 1800 Registration Open

0830 – 0845 Official Welcome

0845 – 0945	KEYNOTE PRESENTATION – Libraries in a post-print world Joan Frye Williams
-------------	---

0945 – 1045	Failing in the right direction Nic Hodges and Kate Carruthers
-------------	---

1045 – 1115 Morning Tea

1115 – 1245	Intelligent Sessions	Intelligent Sessions	Intelligent Sessions
-------------	----------------------	----------------------	----------------------

1245 – 1345 Lunch

1345 – 1445	KEYNOTE PRESENTATION – Engaging customers in the online world Karen Stocks
-------------	--

1445 – 1530	Presentation TBA
-------------	-------------------------

1530 – 1600 Afternoon Tea

1600 – 1645	PANEL SESSION
-------------	----------------------

1645 – 1700	Conference Close
-------------	------------------

1700 – 1800 Closing Drinks



Welcome Reception

Venue: Sofitel Sydney Wentworth
Date: Thursday, 3 May 2012
Time: 1700 – 1900 hours
Cost: Included in Full Delegate Registration Fee
Extra tickets: \$70.00 per person
Dress: Smart Casual

Closing Drinks

Venue: Sofitel Sydney Wentworth
Date: Friday, 4 May 2012
Time: 1700 – 1800 hours
Cost: Included in Full Delegate Registration Fee
Extra tickets: \$55.00 per person
Dress: Smart Casual



Accommodation

Accommodation has been reserved at the Sofitel Sydney Wentworth. Please note that each rate given is per room per night and includes the GST – however only bookings through the Intelligent Information 2012 Secretariat will obtain these rates.

HOTEL INFORMATION:

- » Single/Double/Twin Room – \$295.00 per night (does not include breakfast)
- » Rates are quoted per room, per night (single/double/twin occupancy)
- » Check-in time is 1400 hours
- » Check-out time is before 1100 hours – a late checkout fee of \$25.00 will be incurred for rooms that do not check out by this time

PLEASE NOTE:

- » Rooms are booked on an availability basis
- » Only bookings through the Intelligent Information 2012 Secretariat will obtain these rates
- » These bookings are room only and do not include breakfast
- » Accommodation will only be confirmed when credit card details are supplied
- » The balance of your account (for incidentals) must be paid directly to the hotel on your departure
- » Late arrivals: if you plan to arrive after 1800 hours, please advise the Intelligent Information 2012 Secretariat to ensure the room is held for you and not released
- » Any alterations and cancellations to accommodation bookings must be made in writing to the Intelligent Information 2012 Secretariat

AMENDMENTS/CANCELLATION POLICY:

- » Any room nights cancelled within 30 days prior to arrival will incur a 100% cancellation fee



Registration Desk

The registration desk will be located in the Level 3 Foyer at the Sofitel Sydney Wentworth. Staff at the registration desk will be happy to help with any queries.

Name Badges

All delegates will be given a name badge at registration. This badge will be the official pass to sessions, teas, lunches and the social functions. It is necessary for delegates to wear their name badges at all times when on-site for security reasons.

Messages

A message board will be located next to the registration desk throughout the event.

Smoking Policy

There is a “no smoking” policy inside the Sofitel Sydney Wentworth – smoking is only permitted in the outdoor areas.

Credit Cards

Credit cards accepted at the registration desk are MasterCard, AMEX and Visa. The majority of hotels, restaurants and shops will accept all major credit cards.

Goods & Services Tax (GST)

Please note that all prices quoted throughout this document (registration fees, accommodation, social events, etc) are inclusive of GST.

Insurance

Registration fees do not include insurance of any kind. It is strongly recommended that at the time you register for the symposium and book your travel you take out an insurance policy of your choice. The Intelligent Information 2012 Secretariat cannot take any responsibility for any participant failing to arrange their own insurance. This insurance is to be purchased in your country of origin.

Disclaimer of Liability

The Organising Committee, including the Intelligent Information 2012 Secretariat, will not accept liability for damages of any nature sustained by participants or their accompanying persons or loss of or damage to their personal property as a result of the symposium or related events.

Air Travel

For the best airfares to Sydney, please book online at the following web sites:

- » www.jetstar.com
- » www.virginaustralia.com
- » www.qantas.com.au

For transport information to and from Sydney airport visit: www.sydneyairport.com.au

Due to the different arrival and departure times of delegates, airport transfers have not been organised by the Intelligent Information 2012 Secretariat



Registration Fees

Registration Fees	Before 2 March 2012	After 2 March 2012
Full Delegate	\$600.00	\$700.00
Student Delegate*	\$200.00	\$250.00
One Day Delegate – Friday	\$500.00	\$600.00

*Student registrations will only apply to those “full time” students who must provide a copy of their student ID with the completed registration form.

Your registration fee includes:

All Full Delegates

- » Entry to all Symposium sessions
- » Entry to trade exhibition area
- » Morning/afternoon teas and lunches during the Symposium
- » Welcome Reception
- » Closing Drinks
- » Satchel
- » Final Program & Abstract Book

Acknowledgement

Registrations will be acknowledged via email with confirmation of your requirements according to your registration form, together with a tax invoice receipt.

Bookings will only be confirmed when payment is received.

Method of Payment

- » Payment of fees must accompany all registration forms
- » All cheques, international bank drafts, money orders must be made payable to “**Intelligent Information Pty Ltd**”
- » Bank cheques and drafts must be drawn on a major branch of an Australian Bank in Australian dollars
- » Register online at www.Intelligentinfo.com.au if you are paying by credit card. Credit cards accepted are MasterCard, AMEX and Visa (please note Diners is NOT accepted)

Cancellation Policy

Any cancellations or alterations should be put in writing to the Intelligent Information 2012 Secretariat.

Please note that there is no refund on accommodation bookings. A 100% cancellation fee on any accommodation room nights cancelled within 30 days of arrival will apply.

If cancellation is received in writing:

- » By 2 March 2012 – \$100.00 cancellation fee will apply
- » By 2 April 2012 – 50% of registration monies paid will be refunded
- » After 2 April 2012 – no refund on monies paid

SECTION D: ACCOMMODATION

Date of arrival: _____ / May / 2012

Date of departure: _____ / May/ 2012

Room type: Please tick (✓) Single
 Double
 Twin

Smoking room
 Non-smoking room

Sharing with: _____

Frequent flyer card details: Qantas

Velocity Other: _____

Membership No: _____

Hotel	Room Type	Rate per night	Payment
Sofitel Sydney Wentworth	<input type="checkbox"/> single	\$295.00	\$ _____
	<input type="checkbox"/> double	\$295.00	\$ _____
	<input type="checkbox"/> twin	\$295.00	\$ _____

*Credit card details need to be provided to secure your booking, these will be passed onto the hotel. No accommodation charged will be made by Conference Action.

SECTION E: SOCIAL EVENTS

The Welcome Drinks and Closing Drinks are included in the Full Delegate Registration. However, please ensure that you tick the box below for catering purposes. Failure to tick the box will result in non-attendance.

Date	Event		Cost	No. of tickets	Payment
3 May	Welcome Drinks	Full Delegate	N/A	Please tick (✓) box	Attending YES <input type="checkbox"/> or NO <input type="checkbox"/>
		Extra Ticket	\$70.00	_____	\$ _____
4 May	Closing Drinks	Full Delegate	N/A	Please tick (✓) box	Attending YES <input type="checkbox"/> or NO <input type="checkbox"/>
		Extra Ticket	\$55.00	_____	\$ _____
TOTAL SOCIAL EVENTS					\$ _____

SECTION F: TOTAL PAYMENT

PAYMENT SECTION B	Registration Fees	\$ _____
PAYMENT SECTION E	Social Events	\$ _____
TOTAL PAYMENT DUE		\$ _____

SECTION G: CREDIT CARD PAYMENT

Please tick (✓) box: Mastercard Visa American Express (NOTE: Diners is NOT accepted)

Expiry Date: /

Cardholder Name: _____

Card Number:

Signature: _____

Date: _____

PRIVACY CLAUSE: In registering for this Symposium relevant details will be incorporated into a delegate list (name & organisation only) and may be made available to parties directly related to the event including the Organising Committee and the Intelligent Information 2012 Secretariat, accommodation providers (for the purpose of room bookings only) and key sponsors. This information will also be added to a database for future Intelligent Information events.

I do not wish my details to be added to this database.