

# Biggest ever!

Information Online, January 2003

Nearly 1000 people — delegates, speakers and exhibitors — registered to attend *Information Online 2003* at Darling Harbour, Sydney between 21 and 23 January 2003 before the early bird closing date.

Speakers from many different sectors and from all over Australia, from New Zealand, Sweden and the United States will address many issues important to modern information professionals.

- How do we meet the needs of our clients in 2003 with the provision of high quality reliable online information?
- How do we ensure that we, as professionals, are equally knowledgeable about online information resources as we are about traditional library resources?
- How do we demonstrate to the organisations that employ us, that we have unique skills and we add significant value to our work environments?

Barbara Quint of *Searcher* magazine (October 2002, Editorial) recently wrote, 'All information professionals need to keep current with new technological developments. We need to acquire new skills and to structure our jobs so that we have the time and resources to acquire more... [and] we should never forget our obligation as a profession to educate clients to distrust any source of information they have not tested rigorously — including us'.



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Information Online provides Australian information

professionals with a fabulous opportunity every two years to increase our skills and knowledge of online information resources. In January 2003:

- The conference itself will empower, inform and perhaps inspire many with the opportunities available to us.
- Several one or half-day satellite events — some of which are free — address in more depth the secrets of 'Power searching', 'Online competitive intelligence', demonstrating your value in 'Moving up the value chain', promoting virtual reference in 'PR for VR', 'E-learning', the 'Internet Manifesto', 'Using hand held devices', Dialog 'Brownbag' sessions, and 'Turning the light bulbs on' for clients.
- The conference dinner will be a lot of fun and a chance to socialise with everyone!
- Then there is the free Trade Show in Hall 5, with free product reviews in the theatre, the internet lounge, the café and 120 booths to explore! [see p8 for exhibitors list]

Opening hours for the trade show will be 10:00am – 6:00pm on Tuesday and Wednesday, and 10:00am to 4:00pm on Thursday 23 January. Just by talking with the expert staff at the booths, attending the product reviews, or the tips and tricks sessions, or chatting with the celebrity surfers you will learn a lot about the online products and services now available and used by librarians the world over.

Free passes will be available at the doors to the exhibition and from any organisation exhibiting at Information Online. Libraries wanting to encourage staff to visit the exhibition can arrange for a bulk supply of passes to be sent to them.

And a special note to librarians and technicians working in special, school, academic or public libraries! If you have staff members, students, clients or councillors who would find it interesting to tour the exhibition, why not invite them to tour the exhibition with you? Take them to the internet lounge, book them in to see some of the product review demonstrations, take them for a coffee or a soft drink in the café. Maybe after seeing this fantastic trade show they will have an enhanced understanding of your role and the benefits of having a modern online library. If you need free passes to give to them, just contact the conference organisers.

Even if the drought finally breaks in the third week of January, the place to be for every information professional able to get to Sydney will be *Information Online 2003*!

For conference registrations, inquiries about exhibiting or sponsorships and for trade passes contact Haydn Brakell, Conference Action, telephone 02 9437 9333, e-mail: [contact@conferenceaction.com.au](mailto:contact@conferenceaction.com.au)

Elizabeth Swan, conference convenor