



SLA Europe Information Professional 2006



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**SLA EUROPE: WINNER OF
INFORMATION PROFESSIONAL AWARD 2006
(SLA Europe IP 2006)**

The Board of SLA Europe is delighted to announce that the winner of the 2006 SLA Europe Information Professional Award (SLA Europe IP) is Marie-Madeleine Salmon, Head of Information Center, Publicis, France.

The SLA Europe IP Award is now in its 13th year. It recognises individuals working in Europe who have demonstrated outstanding achievement in the information profession. Past winners include Steve Borley, Royal Bank of Scotland (UK), Margareta Nelke of Tetra Pak (Sweden) and Will Hann, founder of FreePint (UK).

Marie-Madeleine Salmon receives the Award for her promotion of the use of marketing techniques by information professionals, in particular to communicate the value of information departments in their organisations. Announcing the winner of the Award, SLA Europe President Gillian Voisey said, "Marie-Madeleine is a well-known figure in the information industry in France and with this Award we recognise the contribution that she has made to the information professional community".

Gillian continued: "Marie-Madeleine is passionate about promoting the information profession and especially how to communicate the value of information departments and make sure that the information professional plays a strategic role. Marie-Madeleine gained her wealth of experience at Publicis, the global communications group, where she is responsible for the Information Centre. There she has developed information products and services to give quality, depth and value to her department, and also developed the use of marketing skills to promote information centres, products and services.

Marie-Madeleine not only uses her practical experience to educate information professionals in the value and techniques of marketing, including speaking on the topic at many conferences, but also spends much of her spare time educating the information professionals of tomorrow through her teaching at the Université de Bourgogne where she is a visiting lecturer in the Département des Sciences de l'information et de la Communication and at the Ecole des Bibliothécaires Documentalistes, Paris”.

As the SLA Europe IP, Marie-Madeleine Salmon received an expenses-paid trip to the SLA Conference, held in Baltimore, USA, in June 2006. She will also represent SLA Europe in the following months by attending and presenting at key events, including the July SLA Europe Summer Soiree and the November Online Information Conference and Exhibition, both in London, UK.

SLA Europe gratefully acknowledges the generous support of Factiva, now in their 7th year of sponsorship of the Award.

SLA

The Special Libraries Association is a non-profit global organisation for innovative information professionals and their strategic partners. Headquartered in Alexandria, Virginia, USA, the SLA represents over 12000 information professionals in 83 countries, including corporate, academic and government information specialists. <http://www.sla.org>

SLA Europe

SLA Europe provides information professionals in Europe with a unique networking and learning opportunity through regular meetings and social events. SLA Europe also seeks to recognise outstanding achievement in the information profession with the annual Award of the SLA Europe Information Professional (SLA Europe IP). <http://www.sla-europe.org>

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