**CONFERENCE ABSTRACTS**

**Thursday 5 September**

**Opening keynote**

**A Practical Model for Distributed Digital Leadership**

*Cerys Hearsey, Director, Post*Shift*

In large organisations, digital fluency, confidence and knowledge are still lacking at senior levels, but the answer is not just to appoint a more digital CDO or CTO to fill the gap. Instead, we need practical models for distributing digital leadership among those who understand it and who are involved in development, and we need to clear that ‘digital’ is now everybody’s responsibility.

Change agents and local digital teams are often at the forefront of adopting new ways of working and creating elements of digital strategy, and they should be teaching and guiding traditional leaders, rather than asking for permission and being satisfied with brief moments of attention from above. The greatest challenge for any leader today is transforming their organisational architecture and culture to meet the challenges of the digital age.

This talk will share a practical model for distributed digital leadership, some insights into the challenges and opportunities of implementing this approach through Post*Shift's direct experience, and some thoughts on how digital change agents should take control of the agenda and challenge their leaders to do better.

*Cerys Hearsey* is Post*Shift's lead consultant on organisational transformation. She currently coaches executives and change agents at large enterprises on the methods of enabling agile, distributed change. In her fifteen years working with enterprise clients, Cerys has supported organisations through the strategy, selection, implementation and embedding of social platforms, including IBM Connections, Jive, Yammer, SharePoint, and Confluence. She has enabled organisations to grow mature social business platforms using adoption tactics and organisational health measure frameworks. Before joining Postshift, Cerys was an independent consultant for ten years implementing knowledge and information systems.

**Session 1**

**Recalling the past to understand the future**

*Richard Nelsson, Information Manager, Guardian News & Media*

Guardian News & Media launched its digital archive in 2007. This allowed for the searching of all articles published in the Guardian since 1821, and the Observer back to 1791. As well as using this as a research tool, the Guardian's research library has worked with old content to produce a daily 'From the Archive' feature, in-depth blogs and books.

This had developed from just reprinting old articles, to adding pictures, video and trying to enhance the reader experience. It breathes new life into old stories - news pieces can resonate with the modern reader, allowing for reflection on current events and perhaps offering clues to solving problems of the future. It is also a way finding new audiences.
This talk will outline how Guardian News & Media approach this programme, including the pitfalls to avoid, and share information about data-mining projects in development which can spot changing trends and analyse language. Newspaper archives offer fascinating research opportunities.

The talk is also an opportunity to let delegates know that news libraries still exist. Many information professionals are unaware of this niche, but important, branch of the sector.

https://www.theguardian.com/theguardian/series/from-the-archive
https://www.theguardian.com/theguardian/from-the-archive-blog

AI and Libraries: a romance that cannot wait?
Maria de la Peña, Librarian, IE Business School Library

This presentation will introduce Artificial Intelligence (AI) in the context of libraries and showcase examples of how AI is implemented in IE Library to provide a service of excellence.

Every day that passes, the world is more connected by new technologies we must adapt to; every minute new tons of information, and unnumbered information sources that must be considered, appear. In this scenario it seems hard to know which resource to trust, or whether there is a valid source “buried” among all the results retrieved from an information query - this is where libraries and AI get into action. Librarians by getting the right answer to its users; and AI by being the vehicle of transmission of information and data, but also communication.

IE Library has always bet on the inclusion of AI with cutting-edge technologies and robotics on its workflow. Proof of that is the DiY My IE Library APP, the first in-house built library APP in the world that allows users to manage their accounts from their smartphones in a quick, automatic and autonomous way, launched in 2015.

Currently IE Library is working on the inclusion of the Pepper robot to perform routine library tasks; on keeping the library organised with the help of geolocation, and on making personalised recommendations with the help of AI, which transforms itself in a virtual librarian.

Session 2

Courting Failure, Laying Down the Law
Jennifer Findlay, Library Services Manager, Judicial Office for Scotland, Scottish Courts and Tribunals Service; SarahLouise McDonald, Sheriff Courts Librarian, Judicial Office for Scotland, Scottish Courts and Tribunals Service

We will use the example of the expansion of the SCTS library service from a 2 person operation on a single site to an award-winning national multi-site remote library and enquiry service. We will show how we have moved a historic, risk averse organisation away from a local library management approach to a centralised service which embraced technology and new developments across all 50+ SCTS sites.

We will demonstrate how a flexible approach to project management allowed us to embrace unforeseen developments and turn them into positive assets for the service, for example determining that we needed to visit every court site in Scotland within a short timescale, meaning that we got to have personal contact with almost all users.
We will discuss how we intend to continue developing and future proofing the library service using the skills and knowledge we have gained from our experiences. We think that identifying key challenges which we encountered and the means with which we overcame them will help provide others with a framework to apply in their own large projects.

We will show you that even when you’re courting failure, you can still succeed!

**The Future Archive**  
*Binni Brynolf, Digital Resources Librarian, Chatham House*

Chatham House, also known as the Royal Institute of International Affairs, celebrates its centenary next year. From its beginnings in 1920, the library has been an integral part of the work of the Institute. The library collections include journals, books, and all of the Institute's research output, while the archive comprises tens of thousands of paper documents covering all aspects of the Institute’s work, from working group papers to correspondence to meeting transcripts. In the 21st century, almost all research output is published in digital format such as PDFs, or comments on the website, or microsites focusing on specific topics. The amount produced has expanded exponentially in recent years, yet we risk losing some of this content due to the dynamic nature of digital and website publishing.

Library staff have sought to ensure that we continue to capture these materials. We have found new ways of working together with several other departments and teams across the Institute. This cross-collaboration has resulted in the creation of new workflows, using automated processes where possible, not only to make the materials accessible and searchable today, but for years to come. New content is generally published onto the website and will stay there for only a short time, but the work undertaken by library staff means that this content will not be lost but will become the archive of the future.

As well as continuing to capture the output of Chatham House, this work has also raised awareness of the library and what it can do, leading to further collaborative projects and expanding the library’s function from information management into records and knowledge management as well.

Participants will hear how staff at a research institute library are dealing with the challenge of preserving dynamic and often short-lived digital content, developing new methods of cross-collaboration and raising the profile of the library service.

**Workshops**

**Workshop A**  
**How to Survive and Excel in a Diverse Gig Economy**  
*Richard P. Hulser, President, Richard P. Hulser Consulting*

Careers for library and information management professionals today and in the future provide many challenges and opportunities. The project focused or “gig” economy is affecting employment and career opportunities for info pros now and in the future. At the same time, the workforce increasingly includes people from many backgrounds and with a variety of visible and not so visible characteristics. LGBTQ, age and experience, medical health issues, and implicit bias on the job are several dimensions that can affect employment. Many of us bring our own attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner, also known as ‘implicit bias’.
With all the challenges and opportunities, and despite innovative use of technologies and revamped services, library and information services continue to be closed down and positions eliminated. This is becoming more pervasive across all sectors including government, cultural institutions, and academia. We need to face reality and have a frank discussion on what we as professionals and our professional associations should be doing to survive and excel despite these challenges.

This session is for new and experienced info pros alike. Attendees will hear about career paths and workplace challenges and come away with ideas on how to adapt to the realities of today's workplace opportunities along with a broadened awareness and appreciation of who we work with, work for, or who works for us to enable all of us to understand how these can impact getting a job and the quality of life in the workplace. There will be plenty of time for open discussion of ideas and strategies from among attendees.

**Workshop 2**

“RDA? Where We’re Going We Don’t Need Any RDA”: Back to the Future in Cataloguing in Special Libraries Outside the International Standards

Anne Welsh, Author

Providing cataloguing training and education for over 25 years, the last ten including the core cat and class module in an iSchool, the most common emotions I hear expressed by participants before they start are FEAR, because cataloguing seems harder than it is due to all its jargon, and SHAME, because most attendees work outside large academic and national libraries and so either don't use international standards at all, or, if they do, are aware of local adaptations. Often those of us in special libraries have a misperception that academic libraries are “doing it right” and “we are doing it wrong.” Common statements from people asked to share their existing experience include:

- “I do catalogue from scratch, but only in a school, so not properly”
- “We’re a law firm, so we don’t have a MARC-based system, and we just put in enough information for the lawyers to find stuff. Not real cataloguing.”
- “I’m a solo information professional, so I do what I think the rules say, but I’m never 100% sure I’m right.”

Since the adoption of new international standard Resource Description and Access (RDA) by the Library of Congress, the British Library and other large institutions from 2013 onwards, new reasons for fear and shame have entered the lexicon:

- “I used to think I knew what I was doing, but I don’t know what blogs and articles even mean when they talk about RDA and IFLA-LRM.”
- “Do we need linked data where I work, and if we do, do we need to understand this WEMI model I hear people talking about?”
- “It’s acronym soup. If all you teach me is how to feel part of a conversation about cataloguing that will be an improvement.”

This interactive session uses non-technical means (post-its, card-sorting, and drawing, discussion) to

- update participants on the state of the art in international cataloguing standards
- abolish any fear or shame they feel about “what we do at work to help our users find materials”
- empower them to be confident and proud of their institutional and individual decisions in cataloguing outside the confines of RDA
Session 3

Nudge in Libraries: practical applications for improving UX
Phil Jones, Academic Liaison Manager, Coventry University

It has become accepted thinking within many governments that a greater awareness of human behavioural economics and psychology can, if channeled ethically and effectively, lead to the development and implementation of behavioural nudges which collectively enhance wellbeing. The UK government established its Behavioural Insights Unit in 2010. Since then this department has been responsible for a range of successful trials such as encouraging organ donation via the car tax renewal process and automatic pension enrollment.

The role of nudging in Libraries is however relatively understudied. Nevertheless, there are a few emerging examples where libraries have put in place practical and effective nudges to encourage users to engage with their resources and services. In this paper I will introduce the concept of nudge, analyse how it works, explore some of the practical applications which library professionals in a range of contexts have shared with me and encourage the audience to think about how nudge might be used to make improvements to the user experience of their own services.

Mindful Transitioning under Library Structuring
Xuemei Li, Data Services Librarian, York University

Given the continuing budget constraint and increasing new services requirements, it is unavoidable for many academic libraries to restructure to optimize its services. The York University Libraries have been under restructuring in the past two years. We now have vertical functional departments combined with horizontal disciplinary clusters. The disciplinary clusters allow us to maintain our traditional subject liaison functions while the newly established departments enable us to meet emerging new service requirements in a range of trending areas such as: Research Data Management, Open Access, Author Rights, Research Impact, Open Education Resources, Digital Humanities, and Learning Analytics etc.

In this talk, I will focus on strategies I am applying to transition me from a former Business Librarian to a Data Services Librarian under our new organizational structure including identifying knowledge and skills gaps for the new position and learning through different channels, being mentored by other data librarians, reviewing literature on data librarianship, attending relevant conferences and training sessions, joining related associations and meditating daily.

Friday 6 September

Session 4

Knowledge Management: Maximising your organisational talent by listening harder
Katharine Schopflin, Information Governance Lead, London Borough of Hackney

Knowledge Management often highlights the means of ensuring that the right information is presented to the most high-profile roles in an organisation at the right time. But what about the vital organisational knowledge held by other staff, many of whom will be working in front-facing roles or at the hard end of
content manufacture? This talks aims to make you think about how knowledge is created in organisations and how your organisation could create huge value with better listening and sharing tools.

**Future Ready: transitioning to an information governance recordkeeping model in a large multi-functional organization in the Middle East - Qatar Foundation in Doha Qatar**

*Matthew Platt, Acting Manager Information Governance, Qatar Foundation*

Is recordkeeping different in different cultural settings? What are the similarities and differences between Western and Middle Eastern information management practice and can one inform the other? This case study outlines the work of an Australian records manager/archivist working on a corporate records and information management project in Qatar and discusses the recordkeeping processes, projects and perceptions encountered in an assignment started in 2014.

In particular, it looks at how a large multi-functional organization in Doha manages its records: how records are defined, created, stored and managed; what the mechanisms for controlling records are - the existing legislation and implementation of international standards; how record objects and formats may differ from the Western experience; the role of functional keyword classification, aggregation and provenance in managing records; and, the extent of records management education available in Qatar.

While there are significant differences in language, culture and the management of information, the business activities, requirements, issues and ultimately, the records, are similar to those in any organization. The real differences are in how records are perceived and managed, and in successfully introducing the changes needed to both improve daily practice and to provide authentic evidence for the future. This case study explores these ideas using a series of projects underway at Qatar Foundation in Doha, Qatar, which is undergoing an enterprise-wide information management change management process.

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**Session 5**

**Predatory Publishing and Plan S**

*Simon Linacre, Director of International Marketing & Development, Cabells*

This session will be an interactive discussion of two of the most pressing issues facing the academic community - Plan S and predatory publishing. An overview of recent research and investigations into predatory publishing with be followed by discussion of some potential scenarios regarding the roll out of Plan S. These will include how it is changing policies and practices in academic publishing and how these changes may affect European universities and their libraries. Some solutions to mitigate any problems will be presented, including the development of services focused on library and research management support.

**Making Research Data Future Ready: The FAIR Data Principles in Action**

*Ian Bruno, Head of Strategic Partnerships, Cambridge Crystallographic Data Centre*

Every day, all around the world, a vast number of datasets are generated by researchers operating in many different disciplinary domains. Collectively, these constitute an ocean of data containing a wealth of novel insights just waiting to be discovered. If these insights are to be surfaced then the data within need to be made intelligible to humans and machines, now and into the future. This is what the FAIR Data Principles are intended to enable.
Published in 2016, the FAIR Guiding Data Principles set out key criteria that need to be satisfied in order to ensure that data are Findable, Accessible, Interoperable, and Reusable (i.e. FAIR). They recognise that if datasets are to be of value to the researchers of today and the future, it is necessary for them to be surrounded with facets such as rich metadata and persistent identifiers, to carry provenance and links to other datasets, to be accessible through standard protocols and discoverable through indexed data repositories.

This presentation will introduce the FAIR Data Principles and describe how these can be practically applied. It will draw on experiences in the domain of crystallography of collating and curating data stretching back 80 years so it can be mined for knowledge applicable to the problems of today. More generally, it will provide an overview of how the FAIR data principles are underpinning data policies and practices across academia and being adopted within industry to clean up data so they can be exploited by AI and machine learning methodologies now and into the future.

**Session 6**

**What is Competitive Intelligence: An overview for non-CI Information Professionals**  
*Arthur Weiss, Competitive / Marketing Intelligence Consultant, AWARE*

Competitive Intelligence (CI) provides organisations with the intelligence needed to profitably gain customers, winning out against alternatives. Successful CI requires information on these alternatives – whether they are a competitor company or an emerging or disruptive technology. CI also has to identify customer needs so that these can be successfully satisfied. This requires information – on competitors, customers, and the overall market. Librarians and Information professionals working within organisations have the skills to gather such intelligence and by demonstrating an understanding of CI they can enhance their job opportunities.

CI differs from marketing research in the techniques used to gather intelligence – and also in how the intelligence is generally used by organisations. Ideally, CI can help management anticipate organisational threats and identify opportunities and so should be seen as an essential business discipline applicable to all organisations, whether private or public sector.

This presentation will provide an overview of what CI is – and how it is gathered and used by organisational management. It will show how non-CI professionals can add to their skills portfolio by including CI in what they offer to clients. It will cover the initial stages involving defining the key intelligence topics required by intelligence users, discuss ways of collecting such information and the ethics involved, followed by a summary of some analysis approaches and conclude with ways to communicate with management and end-users.

**A new perspective on corporate analysis: using social media and online data to create business insights**  
*Lara Lopez Boronat, Information Specialist, Bain & Company*

Social media has become part of our day-to-day world and valuable information for corporate companies is often hidden within these messages. Data based on opinions can bring unexpected insights to understand companies’ difficulties; products that are not performing as entities were hoping for; or how consumers perceive the brand and their competitors.
Nowadays, it is rare to find a medium size business without any online presence. Unstructured data on the web has also become a new way to measure business performance, along with website/app analysis, webscraping, and geoanalytics to extract evidence for business development.

This presentation will showcase the journey that the Information Services department (IS) has travelled to introduce these new tools at Bain & Company. Bain is a global management consultancy that provides advice to public, private, and non-profit organizations.

The IS department conducted a pilot in 2017/18 to test the impact that these new tools would have on the way that Bain carried out corporate analysis. New applications like AI or Machine Learning are disrupting our profession, and we knew we needed to think outside of the box and add more value to our firm. The results were more promising than expected. The IS team have been adapting their sources to the evolving information environment ever since.

The impact of these new tools has been enormous. The ability to adapt and introduce new information tools has contributed to win projects, providing clients with fresh insights and creating ways for them to innovate and become more competitive within their market.

Due to the success of this project, we have been able to shape a new future for ourselves. The IS team has hired more people to cover the increasing needs for this data; it has improved its status within the consultants’ teams, raising the number of promoters, bringing us more visibility and becoming a cutting-edge department. It has also helped to reengage team members, bringing new techniques to perform analysis and providing a new way to develop our research skills.

Session 7

Promoting and celebrating diversity in delivering and managing a 21st Century Information Service

Seema Rampersad, Senior Business Researcher and Service Manager, British Library

As information professionals we work in an industry in which our colleagues, customers and partners reflect all aspects of the diversity that we see in the world around us. In providing access to information and knowledge we are in a unique position to promote increased equality of opportunity for all. However ensuring that the services we offer, and the ways that we operate, are inclusive, accessible to all and celebrate this diversity presents us with challenges as well as opportunities.

In our workplaces we can create environments that maximise opportunities for everyone to contribute and develop whilst recognising that people have different working styles, lifestyles, aspirations and will face different challenges. Key workplace issues and factors that impact on our ability to create positive working environments are recruitment and retention, talent management, conscious and unconscious bias, wellness, disability awareness, gender awareness and promoting diverse leadership styles.

As service providers we can ensure that our services are fully accessible to all audiences through addressing physical as well as unseen barriers such as the digital divide, cultural differences, social-economic inequality, differing learning styles and all the other factors that affect people’s ability to engage with and use information.
Promoting accessibility and celebrating diversity not only helps to create happier and stronger communities but it also makes sound business sense as we maximise our potential audience and the contribution that we and our co-workers make to our services. This talk will highlight examples of positive initiatives to create and advance diverse and inclusive workforces, workplaces and information services for the 21st century.

The Future is Female? Exploring patterns of gender (im)balance in UK business, pharmaceutical, and electric vehicle research practices

Ben McLeish, Director of Engagement & Advocacy, Dimensions & Altmetric

The gender imbalance in science publishing practices has been widely documented. In many disciplines, women publish less often than their male counterparts, male authors have been found to hold more prestigious first and last author positions, and, shockingly, fewer than 6% of countries have achieved gender parity in terms of number of papers published. These disparities have knock-on effects for disciplines with critical real-world applications like business and management studies, chemistry, and electrical engineering, which go on to influence corporate management practices, the pharmaceutical industry, and the commercial development of electric vehicle technologies. Understanding the full extent of these gender disparities is paramount: a more diverse range of corporate executives and scientists are better able to understand and meet the needs of a widely-varied society.

Just how wide is the research gender gap within UK institutions and businesses that study these topics? Researchers at Digital Science used data from Dimensions and Altmetric to visualise and report on funding, impact, and productivity for male vs female-authored research. In this presentation, we describe the outcomes of these studies, which challenge assumptions about gender parity in the United Kingdom, and describe the implications for the practices and services that business, corporate, and academic librarians offer.

Session 8

What next for SLA Europe?
Simon Burton, President, SLA Europe; Seema Rampersad, President-Elect, SLA Europe; Hal Kirkwood, President of SLA.
Q&A with SLA leadership

Come join the current and incoming presidents of SLA Europe, Simon Burton and Seema Rampersad, along with the current president of SLA, Hal Kirkwood, as they discuss the present and future of SLA and the information profession. The session will be an engaging question and answer format between these leaders before turning the conversation out to include the audience as well.

Closing Keynote

The future is behind us
Simon Chaplin, Director of Culture & Society, Wellcome Trust

What can we take from our past when we think about our future? Predicting what our world will look like, and how our organisations will need to adapt today for an uncertain tomorrow can be a fraught process. But being future ready doesn’t mean erasing our history. Understanding how and where our principles
and values have come from, and testing them against the challenges ahead can provide a golden thread that connects our past, present and future. Innovation doesn’t mean wiping away what has gone before, but it can mean we do the same thing in a very different way. Drawing on experience of success and failure from specialist museums and libraries including the Hunterian Museum and Wellcome Collection, this talk will explore the ways in which specialist libraries can approach the future by drawing on their strengths, recognising when revolution, evolution or preservation might be our guiding principles.

Simon Chaplin is a historian, curator and library director. He is currently Director of Culture & Society at the Wellcome Trust, one of the world’s largest charitable foundations, where he leads Wellcome’s work on public engagement, education, open research and humanities and social sciences. He is also the Director of Wellcome Collection, a free museum and library that seeks to challenge how we think and feel about health. Before joining Wellcome as Head of the Wellcome Library he was Director of Museums & Special Collections at The Royal College of Surgeons of England. A scientist-turned-historian, he has been on the boards of learned societies and museums and is currently a director of Research Libraries UK and a governor of Cambridge University Hospitals Trust.