

Fantastic futures

**National Reference and Information Services conference Adelaide
13-15 September 1995**

Fantastic Futures is the conference theme. What more positive start could there be! The conference program has been carefully selected to stimulate ideas and discussions and expose delegates to a wide range of opinions. As an added bonus there will be a special workshop on marketing new roles and services in libraries.

Australian keynote speakers

The Australian keynote speakers come from business and academic circles. Their experience and expertise is extensive. Those eager to inspire delegates are Ray Choate, University Librarian, University of Adelaide; Colin Steele, University Librarian, Australian National University and Ione Dean, Director, Deans Consulting.

Ray Choate draws on his many years experience in academic libraries to look at the new barriers to service provision. He asks is the 'tyranny of distance' now being replaced by the 'tyranny of change?' Will the library of the future be able to become part of the growing knowledge industry rather than the information industry?

Colin Steele takes a controversial stand with his paper titled *Do we need reference librarians in cyberspace?* He will use the realms of science fiction to predict the future for reference services. As with all changes the political, economic and managerial issues must be considered. The paper looks at the

challenges and problems likely to be encountered.

For regular delegates of the *On-line Conferences*, Ione Dean needs little introduction. Her highly informative and entertaining presentations are always a 'must see' at any conference. Ione will take us into the year 2020 to look at some issues facing information providers. She offers some suggestions of the creative, effective and exciting ways we could change.

Marketing and customer focus workshop

AIMA Training and Consultancy Services Ltd is conducting this important and exciting workshop for conference delegates. AIMA is a private company established to improve the management of resources and service delivery in the library and information service industry. The workshop is included in the registration.

Brenda McConchie, Executive Director of AIMA, will be running the marketing workshop. Brenda has worked in libraries for the last 22 years and has become a well known advocate of libraries evolving to meet the ever-changing needs of their clients. Through her extensive experience in the field, Brenda chaired a Commonwealth Government sub-committee established to produce a framework for managing electronic information at the 'whole of government' level. In the 1994 Queens Birthday Honours List, she was awarded a Public Service Medal for outstanding con-

tribution to the public sector in electronic data management.

Today libraries are often faced with fundamental changes to the way in which they deliver services and focus on the customer. The impact of issues such as the quality movement, with its strong emphasis on 'right first time' and ensuring all aspects of the service are focussed toward the customer, is impacting on libraries. Brenda will look at how we respond to this and still maintain the integrity of what libraries are fundamentally meant to do.

The workshop will provide a forum for discussion of these issues. Particular emphasis will be on understanding the library's customers and how to build services which are designed to meet their needs. Strategic and market planning techniques and tools will be used to challenge our ideas on what products and services we deliver, where we deliver them, who to and at what cost — to the library and the customer.

Registration and conference information is available by contacting Plevin & Associates Pty Ltd PO Box 54, Burnside SA 5066, telephone (08) 379 8222, facsimile (08) 379 8177 or e-mail pplevins@eleceng.adelaide.edu.au.

*Pam Fitzgerald,
RAISS conference committee*



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