

Online & On Disc 95

Join us at Information *Online & On Disc* 95, the seventh Australasian conference and exhibition, at our splendid new venue, the Sydney Convention and Exhibition Centre at Darling Harbour. This setting provides larger, modern conference facilities and a spacious area for an expanded exhibition — and during breaks, delegates can stroll out by the water and admire the panorama of the Sydney city skyline.

The conference committee constantly monitors overseas trends in online information and we believe we are offering a stimulating program which will allow delegates to update their knowledge in many areas. Overseas keynote speakers are Patrick Tierney, Dr Lee Olsen and Dr Peter Jacso who will bring us eye-opening presentations on multimedia, and Reva Basch, well-known for her studies of *Secrets of the super searchers*. We received an excellent response to our call for papers, and the conference sessions offer a smorgasbord of tempting topics.

The exhibition has expanded, including several companies which are exhibiting at *Online* for the first time. We shall, once again, be offering 'Information trails' as an introduction to the information industry. The exhibition area will include the popular CD-ROM Showcase and Internet Centre. A new feature is our offer to allocate times and locations for *Birds of a feather* meetings for groups of delegates with special interests. Several satellite events are scheduled for the days before and after the conference, allowing detailed examination of specific topics.

On the social side, delegates' fees include the cocktail reception and a picnic pack luncheon every day. There will be a harbour cruise on the evening before the conference opening, and the dinner (at our traditional venue, the Hilton International Hotel) will feature a brain-teasing *On* trivia competition.

Information *Online & On Disc* 95 offers you a wonderful opportunity to find out what's happening in the wide world of information, and to get together with other professionals.

Be there! We look forward to seeing you.

Enid Roberts

Keynote addresses

Super searchers at the millennium

For her book, *Secrets of the super searchers*, Reva Basch interviewed two dozen top online searchers in a variety of settings and subject areas. She will discuss the insights into search patterns and problems that she gained during this process, and will draw some conclusions about what makes a good searcher, and about the state of online services and databases today. She will then extend the presentation to include some informed speculation on the future of the electronic information industry and the role that the information professional will play in the years to come.

About the speaker

Ms Reva Basch is president of Aubergine Information Services, an online research, writing and consulting firm she began in Berkeley, California in 1986. Prior to that she was vice president and director of research at Information on Demand, a pioneering independent research and document delivery company. She has designed front-end search software for Mead Data Central, has written and consulted on technical, marketing and educational issues for online services and database producers, and has published extensively in information industry journals.

Quality and quantity in multimedia databases

Text-oriented databases have been evaluated by such criteria as the scope, currency and accuracy of their content, as well as by the consistency of their indexing. Multimedia databases need to be analysed by similar criteria.

Dr Jacso will discuss the quantitative and qualitative criteria that could be used to describe the multimedia nature of a database. Illustrations will be taken from the most widely-used multimedia databases.

About the speaker

Dr Peter Jacso is an associate professor at the Graduate School of Library and Information Studies, University of Hawaii, was on the faculty of the library schools of Rosary College, and Columbia University, teaching courses on CD-ROM technology, library automation, database design, and online

line searching. He has been teaching his CD-ROM workshop series at the International Online Meeting for many years, and has been a frequent speaker at numerous national and international conferences. He has been a consultant for several of the largest online and CD-ROM publishers and service operators, and has monthly columns in *Information today* and has been widely-published in many professional magazines.

La Bizarre — a multimedia presentation

Multimedia has exploded. You've heard the hype, but where does it all fit? The application potential is limited only by one's imagination. This multimedia-enabled session is a compelling overview of IBM's view of what multimedia is. You will see how its sphere of influence has been justified to impact all aspects of our lives in business, education, and at home through actual demonstrations of these applications.

About the speaker

Dr Lee Olsen, strategic consultant multimedia at IBM Multimedia Consulting received an MBA from the University of Chicago and a PhD in physics from the University of Toronto. He has held a variety of marketing positions in the Midwest and Northeast USA. Dr Olsen has consulted multimedia developers over the last decade in the creation of multimedia applications for use in training education, public access and merchandising. A focus of Dr Olsen's efforts have been the video and audio aspects of multimedia tools and technologies.

Online services — 1995 to 2000

The worldwide online business is being reshaped by major changes in market and competitive dynamics, technology, and other elements of the business's basic structure. The future of the online industry and of its major participants will be discussed in light of these changes.

About the speaker

Mr Patrick Tierney, of Dialog Information Services, and also Knight-Ridder Electronic Publishing Group joined Dialog as president in 1991 and became CEO in January 1992 with the retirement of Dialog founder Dr Roger Summit. Mr Tierney came to Dialog from TRW where he headed up the company's information systems and services unit. Mr Tierney serves on the Board of Directors of the Information Industry Association and is a frequent commentator on information industry issues.

Sydney Convention and Exhibition Centre, Darling Harbour, Sydney, Australia

Information Online & On Disc 95
The virtual information experience
31 January - 2 February 1995

Exhibition: Free Pass
Cut out and present this pass at the Exhibition Desk for your free entry.

EXHIBITION HOURS
Tuesday 31 January 10am - 6pm
Wednesday 1 February 10am - 6pm
Thursday 2 February 10am - 4pm

You are invited to the biggest and most comprehensive Information Online Exhibition in Australia, featuring over 50 leading-edge Australasian information providers. See what's happening technology that will shape its future.

Conference highlights

Information trails blaze

The success of the *Information trails* through the 1993 exhibition has prompted us to organise an expanded program for 1995. The one hour *Information trails* will offer:

- a specially devised 30-minute introductory briefing presented by an expert information specialist giving the how, what and why of online and ondisc information;
- a free valuable handbook giving a complete alphabetical and subject guide to the exhibitors at the conference with other practical help and advice; and
- a 30-minute guided tour of the exhibition, including the CD ROM showcase and Internet centre, with the unique opportunity to be introduced to relevant experts on the various stands.

CD-ROM showcase

The CD-ROM showcase will be situated at the end of the exhibition. Please take the opportunity to have a hands-on experience with the many CD-ROMs in the showcase. In addition to the discs there will be a range of equipment to use and evaluate, including networking facilities. Experienced librarians will be available at the showcase to assist you.

Internet centre

Within the exhibition there will be an Internet centre with computers and terminals connected to the Internet to provide network access for regular users, and to give opportunities for demonstrations of Internet use for other conference and exhibition participants.

Conference dinner

Come join in the — no, not Online, not Ondisk — but 'Information OnTrivia' night in our old haunt, the ballroom of the Hilton International Hotel. Pit your databits, table against table, in the inaugural 'Information OnTrivia' quiz. Of course, there'll be the traditional game of 'Online two-up' and then dance the night away with a live band and perhaps take a late-night jaunt down to the clubs at Darling Harbour or in Sydney.

Satellite events

Once again, *Information Online & On Disc* has attracted a number of in-depth satellite events on specialised topics relevant to the online community. These are half-day or full-day seminars and workshops scheduled for 30 January or 3 February, requiring separate registration. Topics include electronic document delivery, DIALOG update, searching with ISYS for Windows, empowering your PC for multimedia, how

to run an information business, and AARNet/Internet training.

Birds of a feather

Conference delegates include people with a wide range of special interests, such as document delivery, CD networks, legal information, searching techniques, Internet training and Internet resource discovery. To assist common interest groups to get together, the conference committee will be happy to allocate a time and location for *Birds of a feather* meetings. If you would like to convene or attend a *Birds of a feather* get-together, please send in your suggestion.

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