

Customer service in focus



Bridging Services
embracing reality

12th ALIA NATIONAL LIBRARY TECHNICIANS CONFERENCE
BRISBANE 9th TO 12th SEPTEMBER 2003 - Sheraton Hotel & Towers, Brisbane

Bridging service: embracing reality, 9–12 September 2003

Customer Service is the main focus at the 12th ALIA National Library Technicians Conference to be held in Brisbane 9–12 September 2003. Our Theme *Bridging service: embracing reality* starts at the heart of your organisation, for without work satisfaction, transference of quality customer service to the client can be marred.

Library technicians provide the link (or bridge) between libraries and clients, other library staff members, management, other libraries and external organisations. Library technicians have a broad-based education and are encouraged to pursue continual opportunities as part of their employment, career development and personal goals. Both employer and employee have a responsibility to maintain continuing professional development.

Scenario 1: Employer has allotted \$1000 annually for the education program, and they have four staff members who wish to attend the conference. The funds will only fund one full-time delegate's expenses and three may miss out if the employees' expectation is for the employer to fund their request in total.

Scenario 2: Employer is happy to approve all four requests offering paid time off and sharing the \$1000 equally. The employees are to pay the remainder of the costs. This is a win/win for all concerned. Over the past few years I have heard the first scenario all too often. It is a very sad indictment that some employees are not prepared to invest in their own professional development and future. Our conference comes around once every two years and caters specifically to the needs of library technicians professional development. You owe it to yourself to attend. This is your

conference and we need your support. If you have not already registered, it is not too late.

Library technicians are often front line staff, and have a vital role to play in the performance and delivery of all library services. The conference program has been designed specifically to address all the aspects of customer service. Keynote speaker Bruce Sullivan from paceLEARNING is a highly sought-after motivational speaker, specialising in customer service. What better way to start the conference rolling. Invited speakers and workshop presenters were actively sought out for their expertise in a specific field. Many are presenting for the first time their management, marketing, and salesmanship skills to a library environment. You will be taking back to your workplace many new and innovative ideas to enhance your existing service. Library tours are also a very important professional development activity within the overall conference program. They allow delegates to experience first hand, libraries with unique collections and resources, special client groups and needs, innovative use of technology and service excellence.

To complement the conference education program, we have organised a superb social program. Included in your registration, the State Library of Queensland will host the opening of the trade exhibition on Tuesday evening, with bountiful drinks and nibbles. At the conclusion of this event we suggest you meet fellow delegates in the Sheraton Hotel foyer. A relaxed walk down town to one of our favourite eateries, with a few friendly drinks, will round off the evening. You can enjoy spectacular views of the Story Bridge, which was the inspiration for the conference logo. Wednesday night is a free choice night. Many delegates have already booked their leisurely riverboat dinner cruise. This is definitely shaping up to be a good night. The conference dinner on Thursday is a must. Friday evening will be hosted by RAECO and our friendly Trevor McCann. It is the time to farewell old and new friends, whilst overlooking the city lights.

We are delighted to have so many return trade and sponsors, as well as some first timers. The value of such support cannot be underestimated. I encourage all delegates to make an extra special effort to visit and talk to our trade. We have introduced ten-minute trade presentations during the lunch break. New sponsor Peter Walters, general manager of MARCOM Projects, will be presenting a very interesting talk on 'Where to? — from video to DVD, and digital content in the educational A/V market'. We all know just how many VHS videos we hold in our collection — what is their future? I will definitely be attending this one.

A major challenge for the committee was to try and keep the registration costs within ten per cent of the Hobart fees, and we have done this with the help of our trade and sponsors.

Library technicians, this is your conference and your opportunity to send a strong message to our professional organisation that we need and support our conferences. I look forward to welcoming you to our beautiful city.

Yvonne Brock, conference convenor

Thank you!

The conference organising committee would like to thank the following sponsors and exhibitors and encourages delegates to visit the exhibition during the conference

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