



**The Chair**  
**Àngels Massísimo**



*Dear friends of IFLA Management and Marketing Section :*  
 Quebec is coming soon, and many of

us will meet at the WLIC. I invite you to attend the conference and join the Section at the programs we are preparing for colleagues interested in

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**2008 IFLA International Marketing Award**



The IFLA Section on Management and Marketing in collaboration with Emerald Group Publishing LTD has the pleasure to announce the IFLA International Marketing Award for 2008. The new deadline was April 18. Winners will be selected by the jury in May, and winners will be notified by chair Daisy McAdam: Daisy.McAdam@ses.unige.ch.

This year's winners of this 6th International Marketing Award will be announced at the close of IFLA's 74th Annual Conference in Quebec City, Quebec in August. Second and third prizes will also be presented. The first-place winner receives airfare, lodging, and registration for the IFLA General Conference and a cash award of \$1,000 (USD) to further the marketing efforts of the library.

**Objectives of the Award**

- Encourage marketing in libraries
- Reward the best library marketing project worldwide each year
- Give libraries the opportunity to share marketing experiences

**Previous Winners**

**2007:** First place was awarded to Tartu University Library, Tartu, Estonia for "The Night Library and The Mom-Student Library Project." The idea was born from the real needs of users- students who are also parents. The library's hours were extended and babysitting provided. A children's room was created for after hours' services, since daytime kindergartens are closed.

**2006:** So many libraries lament the 'non-user' but few go after these unknown folks with an active campaign to win them back. The public library of Spijkenisse, in the Netherlands waged such a campaign offering 'personal attention'

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management and marketing aspects of library work.

The motto for this congress is “Libraries without borders: Navigating towards global understanding.” In the last years we have seen the effects of globalization: some good, some bad. Let us concentrate on the good ones.

For the first time in history, people from all over the world have opportunity to travel more easily around the planet. Our generation has seen and experienced so much more than every previous one. And it is common for us to know people from more countries and cultures than our parents ever dreamed of. This opportunity gives us the chance to share a great deal personally and professionally with people in every part of the world. During the annual WLIC, we as library and information professionals are given further opportunity to learn from the experience and innovation of colleagues worldwide, who serve every type of clientele in different ways and under various conditions. Let me say I consider this opportunity one of the greatest experienced and shared as a 21st century information professional. To discuss successes and failures with colleagues, discover different ways to approach a unique problem, design strategies, create projects with colleagues young and senior from the five continents, is for me an excellent way to recharge my batteries after the holidays!

We sometimes complain because people in our service areas or communities are not completely aware of all they can find in our library. Our concern as librarians is, and has always been, to plan and execute the best services and programs to meet the needs and requirements of our potential clientele. Therefore we do

our best, placing our greatest efforts in this direction. Finally each of us in our community, know segments of non-users we do not reach, whose attention is not attracted by our promotion methods.

So in light of this, we continue to rethink our strategies remembering that promotion is only useful when we: 1) know our community; 2) plan our services, products, information pieces or programs accordingly; 3) make access to these as easy as possible from the point of view of the targeted customer; and 4) promote each service or program in the way, place and language suitable for that target.

Sharing how to re-think strategies will be part of our task this August in Quebec and Montreal. The Management & Marketing Section is planning, or cooperating in several programs revisiting aspects of marketing

and management including: public and private partnerships; the legal, technical and organizational aspects of a continuously changing library environment; and attracting and keeping clientele e.g., teens for whom IT is the first source of information and leisure. We in the M&M Section think that all these topics and many others can be examined fruitfully. Old and new customers will only remain loyal to the library if we adopt an empathetic way of approaching customers, characterized by a shift in our point of view, emphasizing customer interests and desires with services and materials they need.

Let me finish with a proposal—come to Montreal and Quebec. Join us in one or some of our programs. Tell us what is on your mind, let us work together and let us live long and well together.

## **M&M Member Dinesh Gupta reports ...**

***Claudia Lux, IFLA President, visited New Delhi in an international seminar and workshop on Library Advocacy, the link:***

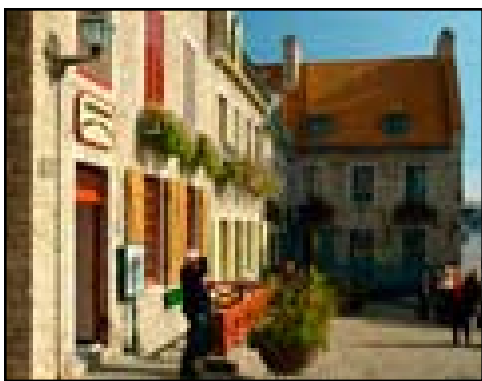
Max Mueller Haven (MMB) in collaboration with the French Embassy, British Council and Institut Cervantes conducted a one day international seminar on Library Advocacy under the aegis of Lux. The Seminar was supported by the National Knowledge Commission of India (NKC), <http://www.goethe.de/ins/in/ ned/wis/sbi/kon/lad/enindex.htm#3146473>

The Government of India is committed towards developing India as a knowledge society. As a part of this vision, NKC was established under the dynamic leadership of Mr. Sam Pitroda to formulate strategies and specific plans. NKC has accorded the highest priority to access to knowledge and predictably a

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*Mount Royal Canada*



Quebec City, Canada

*Award continued from pg 1*

to non-users (defined as those who borrowed zero to two books a year) sending a simple 'reminder' postcard, with the marketing slogan "We Miss You" (in Dutch: "Wij missen u") and questions about library services.

**2005:** No award attributed

**2004:** "I came, I saw, I read" by the school library of Australian Islamic College, located in Kewdale, WA., Australia provided library resources to promote reading and computer literacy to 300 refugee children from Afghanistan, Iraq and Somalia.

**2003:** "The Marketing Campaign: Literary Pathways" by Concorci de Biblioteques de Barcelona (CBB) Spain, developed non-users into users through the program "Literary Pathways". This program featured actors or guides, leading tour participants and reading selections of works, into neighborhoods in which famous authors lived, or were portrayed in their writings.

**2002:** "Power Card Challenge: A Long Term Marketing and Public Relations Plan to Increase Library Card Registration and Use by the Children of Houston." With the Power Card Challenge, Houston Public Library, USA created a 3-year program that redefined library card campaigns, gave the library a branded identity in the community through a new library card design and graphics.

*Dinesh continued from pg 2*

package for the revival and modernization of libraries at various levels has been one of the key inputs to the Government of India. The XI Plan envisions a major focus in this regard. The seminar also explored, what role IFLA can play to stimulate and transform the library sector in India.

## ***Itinerary and Papers Selected for M&M Section, IFLA Program*** **"Managing Libraries in a Changing Environment Legal, Technical and Organizational Aspect"**

The program will be a total of 3 hours including introductions by Madeleine Lefebvre, and a 30 minute panel moderated by Jim Mullins, co-chairs of the Scientific Committee. Papers will focus on all types of information agencies and how these must respond quickly to many demands in a rapidly changing world. Some changes come from developing technologies, while others come from new and changing legal requirements or from experiments in changing organizational structures. All these demands have a significant impact upon the management of libraries. In order to research and assess the impact of various management challenges, libraries must turn to benchmarks, standards, and guidelines, while working within the theory and principles of librarianship and governing laws.

### ***The following papers are chosen:***

"Measurement of library services: to quantify or qualify?"

*David McMenemy, Steven Buchanan, and Christine Rooney-Browne University of Strathclyde, Glasgow, Scotland, United Kingdom*

"Measuring innovation in libraries: relevance, concepts, and methods."

*Sebastian Mundt, Stuttgart Media University, Hochschule der Medien Wolframstr. 32, D-90191 Stuttgart, Germany*

"The Ethical implications of some high value-added information services in S&T and corporate libraries."

*Eduardo Orozco Silva, Director, BioMundi Consulting, Institute of Scientific and Technological Information, Havana, Cuba*

"Understanding public access to information through ICT: a landscape study of 24 countries."

*Ricardo Gomez, Christopher T. Coward, & Rucha Ambikar Center for Information & Study, University of Washington, Seattle, Washington, USA*

"Librarians have very little, in general systematic information about what goes on inside their Libraries." (not the title by first line in abstract)

*Tord Hoivik, Associate professor in library and information science, Oslo University College, Oslo, Norway.*

"The Challenge of introducing web archiving to library stakeholders and staff: playing with metrics and organization – The IIPC experience and the case of the National Library of France"

*Gildas Illien, Digital Library Department & Project manager for Web Archiving, National Library of France.*

"Visualising and defining effective library systems: Croatian academic libraries"

*Marina Mihalic, Head of Central Reference Services, The National and University Library in Zagreb, Croatia*



Quebec City, Canada

## Satellite Meetings in Montreal, Canada

### 1. Navigating with Youth

The satellite meeting is being organized by the association Les Bibliothèques publiques du Québec, in collaboration with the following sections of the International Federation of Library Associations and Institutions (IFLA): Public Libraries, Children and Young Adult Libraries, and Management and Marketing.

Last January, we presented an overview of the focus sessional themes that make-up the whole of the Navigating with youth satellite meeting. We are now very pleased to present the workshops associated with each session. The speakers come from all four corners of the planet and will present projects that have succeeded in bringing teenagers aged from 10 to 17 years old into their libraries.

#### August 5th, 2008

##### **Session 1: Library impact and social role in the community**

"You are, but IM : connecting young adults and libraries in the 21st Century"  
*Patrick Jones, United States*

"Respecting the Privacy Needs of Youth – Issues for Public Libraries"  
*Janet Mumford, Canada*

"Putting Libraries into Real Action: the Case of Children and Young Adults Intellectual Fostering Society and the Reciprocal Role of its Libraries"  
*Sholel Arastoopoor, Iran*

"Communauté enfantine et bibliothèque: la place de l'Alcazar dans la vie quotidienne des enfants de Belsunce"  
*Elsa Zotian, France*

##### **Session 2: Technology : trends, in-site users, distance users, developing new services, impact on reading**

"Teens and Pleasure Reading : A Taxonomy of Teen Readers"  
*Karen Sharkey, Canada*

"Get your Game on at the Library"  
*Kirsten Andersen, Canada*

"Le portail Jeunes de Bibliothèque et Archives nationales du Québec (BAnQ)"  
*Lina Gordaeer, Québec, Canada*

"Take it to the Next Level – Incorporating Service Learning into Teen Services"  
*Danielle King, United States*

"Tune into Toronto Tunes: Creating and Promoting a Local Music Collection to Youth"  
*Lisa Heggum, Canada*

#### August 6th, 2008

##### **Session 3 : Marketing youth services / Physical place**

"Is this really a Library? Creating Dynamic Library Spaces for Today's (and Tomorrow's) Users"  
*Tony Tallent, United States*

"Forever Young – The Library in a Post-Modernistic Reality. Experiences from knowledge-exchange network project in library services for the young "  
*Annette Waterstradt, Denmark*

"Où sont les romans qui racontent des problèmes? Classer autrement les romans pour les jeunes afin de mieux répondre à leurs besoins et les inciter à lire "  
*Soizik Jouin, France*

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Boat from Montreal to Quebec City

”Engaging Young People in Reading and Libraries in Derbyshire”

*Annie Everall, United Kingdom*

”Making Space for Young Adults: Three Stages Towards Success”

*Anthony Bernier, United States*

### **Session 4 : Innovative practices and reading programs**

”Science, jeu et livre : des expérimentations sur le jeu comme élément d’intégration et d’accès à la lecture.

*Francine LeSaint, France*

”Lifting the Blackboard Curtain : The Benefits of Providing Online Homework Help Through Public Libraries ”

*Cindy Mediavilla, United States*

”Programmes de médiation : Livres dans la rue et Bibliothèque à la rescousse”

*Nathalie Martin, Québec, Canada*

”Trends, Strategies, Success and Learning Points – The Young People’s Services Public Libraries”

*Heng Huey Bin, Singapore*

”The Career Library”

*Mikkel Hellden-Hegelung, Denmark*

### ***Navigating with youth, the satellite meeting you will not want to miss!***

The satellite meeting will be held at McGill University on August 5th and 6th, 2008, in Montréal, Quebec, Canada, with the support of the School of Information Studies. Registration fees are CA\$200 after April 30th, 2008. Students receive a CA\$25 discount. An online registration form is available at [www.bpq.org/satelliteifla2008](http://www.bpq.org/satelliteifla2008). A two-day excursion is planned for delegates on August 7th and 8th, 2008, at a cost of CA\$470 per person based on double occupancy and CA\$530 for single occupancy.

Questions? Comments? Write us at [satelliteifla2008@majuscules.ca](mailto:satelliteifla2008@majuscules.ca).

## **2. Francophonies et bibliothèques:**

### ***Innovations, changements et réseautage (Libraries and the French-speaking communities of the world: innovation, change and networking)***

#### ***Rejean Savard invites you!***

“I have reserved a whole ship to bring attendees to Québec and IFLA. There will be a few places available on the boat for those in the Section who would like to try this fantastic experience of navigating on the St-Lawrence River. We will arrive in Québec by boat (not train or auto!!) Departure is at 9 AM on Thursday August 7, arrival time 3.30 PM. The price including breakfast and lunch is 115\$ CAD (taxes included).” For more information please go to the website.

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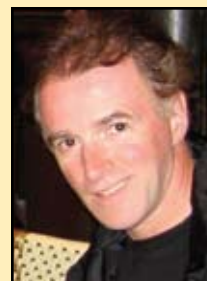


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www.ryerson.ca/library

*Satellite Meetings continued from pg 5*

**Dates: 3-4-5-6 August 2008**

**Location:** Grande Bibliothèque du Québec, Montréal.

**Contact person:** Réjean Savard

**Website:** www.aifbd.org/congres

**Audience:** Open to all French-speaking library and information science specialists from French-speaking countries of the world and anyone interested in the Francophone libraries (250-300)

**Sponsors:** Réjean Savard with IFLA ALP

**Co-Sponsors:** Association internationale francophone des bibliothécaires et documentalistes

**Publications:** Publication and website

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**IFLA CONFERENCES**

**World Library and Information Congress:**

**74th IFLA General Conference and Council**

“Libraries without borders: Navigating towards global understanding”  
10-14 August 2008, Québec, Canada

For the latest news go to: <http://www.quebecregion.com/e/>

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**75th IFLA General Conference and Council,  
Preconference 23-27 August 2009, Milan, Italy**

**“Libraries create futures: building on cultural heritage”  
“Libraries as Places and Spaces”**

Pre-conference in conjunction with the conference in Milan, 2009 on 18 and 19 August 2009 in Athens Greece, or post conference on 30 and 31 August in Parma, Italy, Sponsored by”

- Academic and Research Libraries
- Public Libraries
- Library Theory and Research
- Library Buildings and Equipment
- Management and Marketing Section

All library and information professionals concerned with planning library spaces, new buildings and services in new buildings and spaces are invited to attend. Look for more information on the IFLA website, www.ifla.org

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**76th IFLA General Conference and Council**

The Australian Library and Information Association and the city of Brisbane have been selected to host the International Federation of Library Associations and Institutions (IFLA) World Library and Information Congress in 2010. Speaking today from last year’s Congress in Durban, South Africa, President of the Australian Library and Information Association, Roxanne Missingham,

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said the Association is proud to have been chosen against strong international competition to host the congress which attracts several thousand delegates each year.

“Australian libraries are world leaders in the provision of quality library services and in education for the profession. We are strong supporters of the international networks that enable a coordinated global approach to the free flow of information essential to a healthy democracy.

## Member Spotlight

### *Lena Olsson - Sweden*

I am managing a Learning Resource Centre (LRC) at the former Stockholm Institute of Education which recently has been merged with Stockholm University. The LRC provides Library services, media production and ICT pedagogical support/ development as well as physical and virtual learning environments. With my excellent staff I participate in national and international projects focussing on Open Educational Resources and Learning Objects. I work actively within IFIP (International Federation of Information Processing) Starting with a PhD in Technology and Social Change, my research interests are directed towards learning environments and how students acquire digital literacy. Former positions include, Managing Librarian of the Library for technology, natural sciences and medicine, Lund University; Head of department of Information services and Libraries, Swedish National Government.

IFLA member since 1995, chair of the Section for Government Libraries 1999-2004.

I mean that important work can be done by the IFLA M&M section since I believe that librarians with their professional training in knowledge organization, ICT and information seeking behavior, should take a greater part in shaping future learning and research environments. I would like to market libraries as learning places and librarians as active knowledge providers. We should strengthen the mission of IFLA as promoter of social global inclusion and assist in developing IFLA into a more transparent organization.

Living practically in the woods and close to the Baltic Sea in Stockholm I am a nature lover and take pleasure in arts and literature, cooking and traveling.

### *Päivi Kytömäki – Finland*

Professionally, my current and previous positions include: from 1988, chief librarian of Oulu university library, first acting, then nominated. In 1984-1988, I worked in the medical faculty library in Oulu as a faculty librarian, and 1977-1984 as an information specialist. I have been very involved in the development of university libraries in Finland. My library has been a member of IFLA as long as I can remember. I attended my first IFLA conference 20 years ago. We have memberships in four sections: Academic and Research Libraries, Acquisitions and Collection Development, Information Technology and Management and Marketing. My personal interests and daily hobbies are reading and outdoor activities mostly with my dog, including training, walking, cross country skiing, gardening etc. I'm also a member of many clubs ( Karieli, Lyceum and Rotary), which is good for social contacts for the university.



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Montpellier, France



*MINUTES of the*

## **Mid-Year-Meeting of the Standing Committee**

**February 29 and March 1st, Montpellier, France**

Venue: Agence bibliographique de l'enseignement supérieur (ABES)

### **Highlights....**

Present: Àngels Massísimo, Spain, Trine Kolderup Flaten, Norway, Christie Koontz, USA, Ludmila Zaytseva, Russia, Päivi Kytömäki, Finland, Raymond Berard, France; Ruth Wuest, Switzerland, Lena Olsson, Sweden, Daisy Mc-Adam, Switzerland, Madeleine Lefebvre, Canada, Børge Hofset, Norway, Perry Moree, Netherlands, Antonia Arahova, Greece (only from Friday evening).

Apologies for absence

Apologies for absence were received from all those who were not present: Jim Mullins, USA, Gunilla Lilie Bauer, Sweden, Dinesh Gupta, India, Fang Shu, China, Steffen Wawra, Germany, Sheila Webber, UK, Grace Saw, Australia, Hannelore Rader, USA, Ruth Wuest, Switzerland, Réjean Savard, Canada, Sueli Ferreira, Brazil.

### **Financial report 2007 for Management and Marketing Section**

There were no expenditures in 2007. Leaflets and Newsletter were produced by Information Officer Steffen Wawra and his institution, Passau University. In October 2007, the former treasurer of M&M Section returned Euro 564,59 to IFLA HQ, left over from previous years, held in the National Library of Netherland.

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Annual report 2007 for Management and Marketing Section was approved.

### **Matters from Professional Committee and Division's Coordinating Board, information**

Trine Kolderup Flaten reported on the Governing Board and Professional Committee meetings in December 2007 including: finances, organizational changes from Quebec onwards, the work with the new IFLA website, and marketing and recruitment which is an obligation for all sections. A good discussion followed, and members stated a new and functional website should have the highest priority.

### **Report from the M&M Chair**

Àngels Massísimo discussed three items from the Strategic Plan:

- The project on Bibliography, proposed originally by Dinesh, should continue;
- Christie Koontz's "Dictionary on Marketing" – is ready for translations;
- The Section's website will depend on the progress of the IFLA webpage.

### **Report from the M&M Secretary**

Trine Kolderup Flaten stated all programs and pre-conferences in Durban, as well as programs for Quebec, were and are in good order, respectively.

### **Report from Information Officer and Team**

Information Officer Christie Koontz was praised for hers and Rick Rice very good work with the colorful newsletter with a lot of good content. Christie desires material from the members for the late spring newsletter. Madeleine offered to give an update for Quebec WLIC.

Christie Koontz also hoped to have a printed version of the newsletter to distribute in Quebec.

Updated leaflets are also needed, utilizing Steffen Wawra's files of previous versions. Leaflets are excellent advertisement, to distribute to attendants at our programs and elsewhere. April 30th is the very last deadline for material for the Newsletter.

Mailing lists for Section's members and for SC members

Most of the present members received messages on the section's list.

Several desire newer communication tools than lists, proposing blogs or open discussion forums. Ordinary email was agreed upon as the best way to currently communicate.

### **International Marketing Award Report**

Chair, Daisy McAdam reported Emerald Publishing Group Ltd is sponsoring the award and new deadline is April 18. This is an exciting opportunity to continue the award for possibly 3 more years. The jury hopes to meet in early may for decisions.

### **Pre-conferences and Programs**

- Pre-conference in Montreal August 5-7th 2008 "Navigating with youth - In these days of technology, how can public libraries attract and keep their young clientele?"

The Preconference is in cooperation with Public Libraries Section, Libraries for Children and Young Adults Section and Les Bibliothèques publiques du

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## **NOTE :**

**New Times for M&M Standing Committee Meetings in Quebec City**

### **Meeting Times:**

**Saturday August 9th SC I:  
11.30 - 14.20**

**Friday August 15th SC II:  
11.00 - 13.50**

## *Information Officer's Report continued from pg 9*

Québec, chaired by Suzanne Payette. Christie Koontz, M&M's representative in the organizing committee, reported that 50 papers were received and 20 were chosen. Newsletters are also being produced for this pre-conference.

- Program for Quebec – report from Madeleine Lefevbre  
M&M's program “Managing Libraries in a Changing Environment - Legal, Technical and Organizational Aspects” is sponsored by 2 other sections: Library Theory and Research and Statistic and Evaluation. Madeleine Lefevbre reported that 45 papers were received and 4 max. 5 of them would be chosen for the 3-hours programme.
- Program for Quebec in cooperation with Academic and Research Libraries Section  
The program “Public and Private Partnerships” received an extra 2-hour timeslot by the Professional Committee meeting in December. The call for papers was launched later than usual but the program is reported progressing well.
- Pre-conference before Milan on “Library as place” in cooperation with Library Theory and Research Section - preliminary discussion  
The discussions ranged over two days both on topic, venue and collaborators. The possibility for M&M to partner with Theory and Research Section's pre-conference, “Library as Place”, and also to arrange our own pre-conference was discussed. At the Mid-Year-Meeting in Geneva a year ago a possible topic “new product launching and or development of marketing mix strategy” was suggested by Christie. Antonia Arahova offered Athens, Greece as venue for a pre-conference. Several SC-members felt they could support either venue as a separate pre-conference or a joint one with the four other sections. The Chair presented her warm thanks for this splendid invitation. It was agreed that the Chair/Secretary should present this invitation for the partners as soon as possible.

### ***New projects, proposals and decisions***

The chair discussed ‘Mat Promo’ the M&M project this year and next. There is not progress during 2007, and no need for additional funding. In Quebec it will be decided how the project shall move forward, as well as committee participants. Dinesh K. Gupta's wiki based annotated bibliography of marketing material was agreed a valuable project. Florence Muet offered to do some coordinating work on this, and solicited more people to participate. The Chair will contact Dinesh K. Gupta and Sheila Webber, who can provide bibliographic material.

### ***M&M Section - recruitment activities, possible cooperation with other Sections***

Arranging pre-conferences in countries where IFLA has few members, is identified as a viable recruitment method. Identifying possible new members should be “homework” for all SC members. Member are asked to look at the section's membership list, and perhaps initiate more personal members. Børge Hofset advised to examine what mix of members we desire for our section, e.g., there were few from public libraries, should we recruit more?

At the Durban SC meeting, Sinikka Sipilä, Chair of the Management of Library Associations Section, expressed interest in cooperation with M&M in recruitment and advocacy initiatives. The Chair will contact her to discuss joint work.

### ***Venue for Mid-Year-Meeting February 2009***

Sueli Ferreira sent an invitation for next MYM in Brazil. Perry Moree offered Den Haag as a possible venue, Trine Kolderup Flaten also offered Bergen, Norway  
The venue will be decided at the SC meeting in Quebec.

Warm thanks to Raymond Berard for a wonderful meeting. He is praised for his excellent organization and for the grand hospitality that made this meeting so successful for all present.

The chair called the meeting to a close.  
Recorder: Trine Kolderup Flaten



### ***Program for Quebec in Cooperation with Academic and Research Libraries Section***

The program “Public and Private Partnerships” received an extra 2-hour timeslot by the Professional Committee meeting in December.

## **M&M Member Publications**

The French LIS review *Documentaliste-Sciences de l'information* (published by ADBS, the French information professionals national association) publishes in the first issue of 2008 (vol 45, n°1, february 2008, pp. 32-71) a "dossier" titled : "strategic marketing : challenges and advantages for information services), coordinated by Florence Muet, HEG Genève, with contributions of experts and professionals. More information:

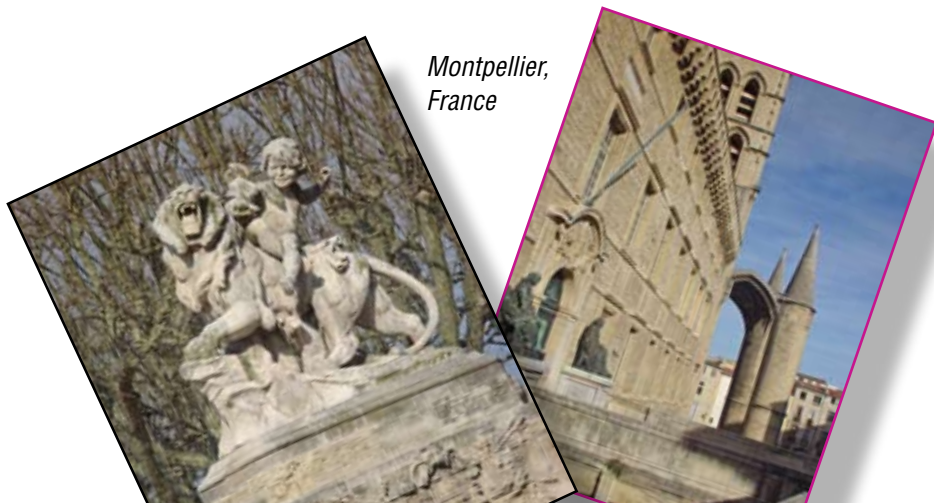
[http://www.adbs.fr/site/publications/documentaliste/num\\_45\\_1.php](http://www.adbs.fr/site/publications/documentaliste/num_45_1.php)

"Serving Non-English Speakers in U.S. Public Libraries," was conducted by the ALA's Office for Research and Statistics. Completed in spring 2007, the study was made possible through funding from the 2006 World Book – ALA Goal Grant. Dr. Christie Koontz of Florida State University Conducted the research for the ALA. This is the first national study to consider the range of library services and programs developed for non-English speakers, including effectiveness of services, barriers to library use, most frequently used services and most successful library programs by language served.

For more information, or to view the complete report please visit:

[www.ala.org/nonenglishspeakers](http://www.ala.org/nonenglishspeakers)

Montpellier,  
France



Quebec City, Canada

## **REGISTRATION DATES!!**

The World Library and Information Congress 2008, 74th IFLA General Conference and Council will take place in Quebec, Canada from 10-14 August, in the Québec City Convention Centre, Québec City, Canada.

***The registration will be processed once full payment is received.***

### **Full delegate IFLA Member!!**

- After: 7 May and before 25 July 2008 – 485 EUR/776 CAD



### ***"Will You be in the IFLA 2008 'Picture'?"***

World Library and Information Congress:

74th IFLA General Conference and Council <<http://www.ifla.org/IV/ifla74/index.htm>>

Québec, Canada, 10-15 August 2008  
"Libraries without borders: Navigating towards global understanding"



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Christie Koontz**

# IFLA M&M Section, Photo Gallery Montpellier France

*Photos by Rick Rice*

