ABOUT CELEBRATING PPM'S 60 YEARS

(1955-2015)

CONFERENCE ON LIBRARIANS FOR THE CYBER WORLD

Towards the middle of the 20th Century there was a general assumption that with the advent of technology, libraries would be rendered obsolete. Today however, despite the proliferation of technology in library applications and the metamorphosis of the traditional book-based library into the digital library, libraries and librarians have adapted well to their new environment – the Cyber World.

No library has been immune to technological changes – whether academic, public, and national or even school libraries. This has made it incumbent upon librarians to review their role, giving rise to a new breed of librarians who have become adept at adapting to the digital environment, using modern tools and systems and providing services as intermediary, facilitator and educator in the business of providing information.

As a consequence of technological advancements however, libraries and librarians have had to cope with the demands of a new set of users – technology-savvy, expecting nothing less than accurate and speedy method of retrieval of info, greater access to numerous networks, possessing skills in coping with the ever-changing technology – resulting in the need to upgrade their own knowledge, skills and competencies, so as to be fully equipped to serve the cyber world. This new breed of librarians are confronted with the need to understand and integrate technology into library practice, function as catalyst for lifelong education, serve as research intermediaries, and as facilitators in searching for information and knowledge in cyber space. It has not been altogether a smooth transition in role from librarian to cyberarian, with many complex issues confronting libraries and librarians. This conference on the topic "Librarians for the Cyber World" – will highlight issues that are reflected in the sub-topics detailed below:

Session 1	Developing Lifelong Learning Skills via Libraries
Paper 1	Services for on-line learning
Paper 2	Information retrieval skills
Paper 3	Public libraries and lifelong learning

Session 2	Developing Competencies for 21st Century
Paper 1	Cyber skills for 21st century librarians?
Paper 2	Research skills for librarians in academic libraries
Paper 3	From information management to knowledge management

Session 3	Coping with Technology
Paper 1	Services through social media
Paper 2	Reducing dependence by developing in-house library systems
Paper 3	On-line acquisitions and cataloguing

Session 4	Leadership
Paper 1	Leadership and national development: the role of the
Paper 2	Developing leadership skills among librarians in organizations
Paper 3	Creativity and innovation: hallmarks of leadership in libraries

PRE-CONFERENCE WORKSHOP ON SOCIAL MEDIA IN THE LIBRARY

Social media refers to the means of interactions among people in which they create, share and exchange information in virtual communities and networks. The more popular social media are Facebook, Twitter, blogs and Instagram. Through this medium, the library disseminates updates and shares with its "friends" any information and news about the library and its research resources.

Friends can also share any relevant information and queries which will be responded immediately. Social media has the potential to facilitate much closer relationships between libraries and their patrons. Current usage of social media by the library community generally, remains ad hoc and somewhat experimental but the uptake of these tools is accelerating, and they will likely play an increasingly important role in the provision of library services and outreach in the future.

In this Pre-Conference Workshop, participants will be presented with the findings from literature reviews as well as tips and lessons learnt from a number of case studies. The Pre-Conference Workshop will also outline common practices for using social media in the library, as well as strategies for effectively incorporating social media tools into your own library. Participants will be able to critically examine common practices associated with use of social media tools in the library; learn how to incorporate social media strategies into marketing plans effectively, understanding the capabilities of different channels and how they can be tailored to suit your library's individual needs; and understand how trends in librarianship affect social media usage, how use of social media can vary by job role, and how you can transfer this knowledge to enhance the effectiveness of your role. This Workshop should be attended by all practicing librarians who have an interest in social media; this includes those currently using social media in the library or those who would like to learn more about how social media is currently being used by librarians in various roles.

PANEL DISCUSSION: CONTRIBUTING TOWARDS MALAYSIAN LIBRARIANSHIP

Online Databases vendors and publishers certainly have a role to play in shaping the Malaysian librarianship today. We cannot deny the fact that libraries cannot develop its library services without the help and contribution of their vendors and publishers. The aim of the Panel Discussion is to give credit to the immense contribution vendors and publishers had contributed to the development of libraries in Malaysia. We have four speakers from Access Dunia Sdn Bhd., Zeutchel GmbH which is the German Principal for Galaxy Automation Sdn Bhd., Ovid Technologies, Wolters Kluwer Health and Knowledge Connections Sdn. Bhd. They will share their knowledge and experience in their own way how they have contributed towards Malaysian Librarianship.

KNOWLEDGE CAFÉ

One of the highlights of the conference is the Knowledge Café. Participants will be divided into four groups depicting the different types of libraries. There will be Subject Matter Experts (SME) and 20 Documenters who will be selected among the participants of the Conference. Each group will handle a specific topic.

The groups and topics are as follows:

Group 1	Academic Libraries
Topic: **The role of librarians towards promoting research activities.**	
Librarians are highly skilled in the research process and possess a unique knowledge of the breadth and depth of information resources in various subjects. Librarians are increasingly going to participate in research teams. By facilitating access to information, finding it, analyzing, synthesizing and packaging – librarians would play a more important role in the information creation process.	

Group 2	Public Libraries

Topic: **The role of the librarians in providing community services**

The traditional role of public and libraries and librarians are under new scrutiny. As internet challenge familiar notions of the community and defy common assumptions about what, how, where and with whom we communicate. To remain viable public libraries must and the community that support them must clarify their mission, identifying and capitalizing on the services they are in a unique position to offer and exploit the technology to the best advantage. The task is complicated by the availability of information at their fingertips. How would public libraries ensure their community gets access to the right and reliable information? What are the current roles of the library in the community? What segment of the community use the library and how do they use it? What are the special needs of minors? People with disabilities and special needs? Under privileged population?

Group 3	National Library

Topic: **Leadership and national development: the role of national library in transforming librarianship.**

The national library and its social partners will have to continuously foster cooperation and collaboration among various types of libraries towards building a reading nation and to inculcate the spirit of sharing and broadening access to information resources. The ultimate effort is to provide various training programmes for librarians at a national level to equip library professional with the necessary skills that are needed to develop leadership to provide sustainability with the challenges faced in the cyber world. There is still a general lack of value and recognition given to the library profession. How can the National library transform the librarianship into a profession that is highly regarded and respected in the country.

Group 4	Special Libraries

Topic: **Information consolidation and repackaging.**

Special libraries serve its own special community and specializing in their own subject area based on the parent organization. Users of special libraries are usually heavily involved in research and require specialized information sources. They do not have the time to go to the library but they require information related to their work and research. What are the roles of the librarians in transforming their special libraries into a digital library information sources in the era of cyber world. In this case the library needs to go to its users and consolidate all types of information resources that they have identified and to repackage it so that it can be provided online. How social media does plays its role in this kind of services.