

Enhance your network — become an ALIA 2002 conference ambassador

If you are attending the ALIA 2002 conference in Sydney you have an opportunity to directly contribute to its success by nominating to be a conference ambassador. As an ambassador you will have an overarching responsibility to ensure that delegates to the conference have a rewarding and delightful conference experience.

You can nominate as an ambassador-at-large or to be an ambassador representing and promoting your ALIA group. All ALIA groups will be requested to nominate two ambassadors.

As an ALIA 2002 ambassador you will help ensure that delegates at the social functions needs are met in relation to social and professional contacts. Functions include the opening and closing drinks and the ALIA president's morning tea for new attendees. You will use your social skills to ensure that delegates who are new conference attendees, or are just shy, feel comfortable and are making appropriate professional contacts. You will have the opportunity to promote your own ALIA group by seeking new recruits as well as enhancing your own professional contacts and social skills. Ambassadors will also be expected to assist delegates in leveraging their contribution and gaining the most out of what is a new conference format for the ALIA biennial conference.

Those ambassadors who are from Sydney will be expected to provide information and advice on how visitors may make the most of their stay. You will receive information and attend a pre-conference briefing seminar to assist you with this task. Interstate ambassadors will need to attend a seminar briefing on the Sunday afternoon before the opening drinks function in the trade exhibition. These seminars will count towards your ALIA CPD credits.

As an ambassador you will be asked to wear a distinctive sash and be available at the hospitality functions, mentioned earlier, as well as being rostered for at least one period at or near the registration desk to help handle inquiries. These periods will not be during any of the conference sessions.

While we are seeking members from all stages of their careers to be ambassadors we would like a fair proportion to be experienced people who know the movers and shakers in the profession and are able to assist newcomers.

If you are interested in this challenging and rewarding role please go to the conference website and fill in the ambassadors expression of interest form. We look forward to hearing from you and having this program oversubscribed! ■

Library and Information Week, 20–27 May 2002

Libraries change lives — documenting our successes...

Library and Information Week (LIW) will be upon us soon — and what an opportunity it is to blow our own trumpet. And we have good reason: innovative, knowledge-based societies depend on us to facilitate the retrieval of information for research and innovation, education and training, government decision making and business development, cultural pursuit and creative ideas — just to mention a few of our areas of influence. Never before has knowledge mattered so much — never before have we mattered so much.

This year we will let our users speak for us — who are better placed to acknowledge how library and information services make a difference to their lives, workplace or business? We need your help in collecting and promoting these success stories. Here is how to do it. From 1 March 2002:

- Seek out key individuals and invite them to contribute their success stories to the *Libraries change lives* website <http://www.alia.org.au/advocacy/stories>.
- Advertise the *Libraries change lives* case stories project. Promote contributions through displays, e-lists and e-mails. Promotional leaflets and e-banners for downloading on your website will soon be available from ALIA National Office.
- Let your users know that this is their opportunity to give something back to you.
- Help users with their contributions, if they need it or would like your assistance.

- Consider promoting the case stories, for example, running a 'Success story of the week' competition.

A selection and editorial process will take place prior to publication of contributed stories on the *Libraries change lives* website. ALIA may use some of the stories for promotions during Library and Information Week (with permission) and will endeavour to inform any library and information service named in any of the contributed stories. We will also inform the organisers of *Powering the future*, the ALIA 2002 conference, of any key professional issues emerging.

The *Libraries change lives* website will be live from 1 March. Your support and your users' contributions are vital for the success of Library and Information Week 2002.

Start planning how activities should highlight your role in the achievements of others.

- Consider key individuals you could invite to become your ambassadors during LIW, and invite them in good time.
- Consider how you may use the case stories in promotions to your funders, decision makers and users.
- Identify relevant media and start speaking to them about possible coverage in the lead up to and during LIW.

Posters and merchandise for LIW 2002 will be available from ALIA National Office in April. One poster will feature the *Libraries change lives* theme, the other will have a more general appeal.

The LIW web pages will be constantly updated, check <http://www.alia.org.au/alw> for the latest details. The *Libraries change lives* success stories project has a dedicated site at <http://www.alia.org.au/advocacy/stories/>. Contact Susanne Bruhn at ALIA National Office, phone 02 6285 1877, or e-mail susanne.bruhn@alia.org.au for more details. ■

Libraries change lives

The *Libraries change lives* slogan has been used successfully by the library associations in the USA and UK. It has been adopted by ALIA this year, as a powerful message at a time where many libraries feel under threat of closure.

The Library and Information Week Reference Group, which represents key sectors within the profession and ALIA institutional members, encourages information services that do not consider themselves libraries to support the intent of the campaign and adopt a similar theme that suits their business profile. ■