



## **First Announcement**

### **Pre-Conference of the Section for Management and Marketing Shanghai, IFLA 2006**

#### **Date and Venue**

**Date:** August 16-17, 2006

**Venue:** Pudong New Area, Shanghai, China

#### **Organizers:**

- IFLA – Section for Management and Marketing
- Shanghai Pudong New Area Government
- Shanghai Library
- Shanghai Pudong New Area Library
- Shanghai Life Sciences Library, Chinese Academy of Sciences

#### **Special Supporter:**

- Communication and Cooperation Committee, China Society for Library Science

#### **Theme**

**Library Management and Marketing in a Multicultural World**

#### **Working Language**

English is the working language. Chinese-English simultaneous interpretation will be available during the Opening Ceremony



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### **Call for Papers**

Participants are invited to submit papers via email by June 15, 2006 to the Conference Secretariat at Shanghai Library. Deadline for the abstract of papers is January 15, 2006.

Email: [preconference2006@vip.sina.com](mailto:preconference2006@vip.sina.com)

[ybao@libnet.sh.cn](mailto:ybao@libnet.sh.cn)

Fax: 86-21-6445 2003

Original papers on all aspects of library management and marketing are solicited for submission to this conference. Topics of interest include but are not limited to:

- Impact of globalization on library management and marketing,
- Information technology and library management and marketing,
- Changing libraries in a multicultural world,
- Case studies of advanced library management and marketing,
- How to promote library services

Please furnish the following information:

- Title of paper,
- Abstract describing the content of the paper (no more than 300 words),
- Author(s) and Organization,
- Author presenting the paper (in case of multi-authors),

Means of communication including e-mail address, phone and fax.

## Program

Date	Time	Details
August 16, 2006	8:30 — 11:30	· Registration
	1:30 — 5:30	· Opening Ceremony · Keynote Speeches
August 17, 2006	9:00 — 10:30	· Concurrent Sessions
	10:30 — 10:50	· Coffee Break
	10:50 — 12:20	· Concurrent Sessions
	12:20 — 13:00	· Lunch
	14:00 — 17:00	· Opening Ceremony of the Third Shanghai International Library Forum [SILF] · Keynote Speeches

## Registration fee

Before/on	after	On site
January 1, 2006	July 1, 2006	
Euro 60	Euro 80	Euro 100
	Euro 50	Members of the Standing Committee for Management and Marketing

- The registered participants will may to attend to the Opening Ceremony of 3rd SILF on August, 17th, 2006, free of charge,
- a confirmation of the participation is required by fax or email,
- Programmes of guided city tours are available on request.

Home: <http://www.ifla.org/IV/ifla72/satellite-e.htm>

Date: December 6, 2005