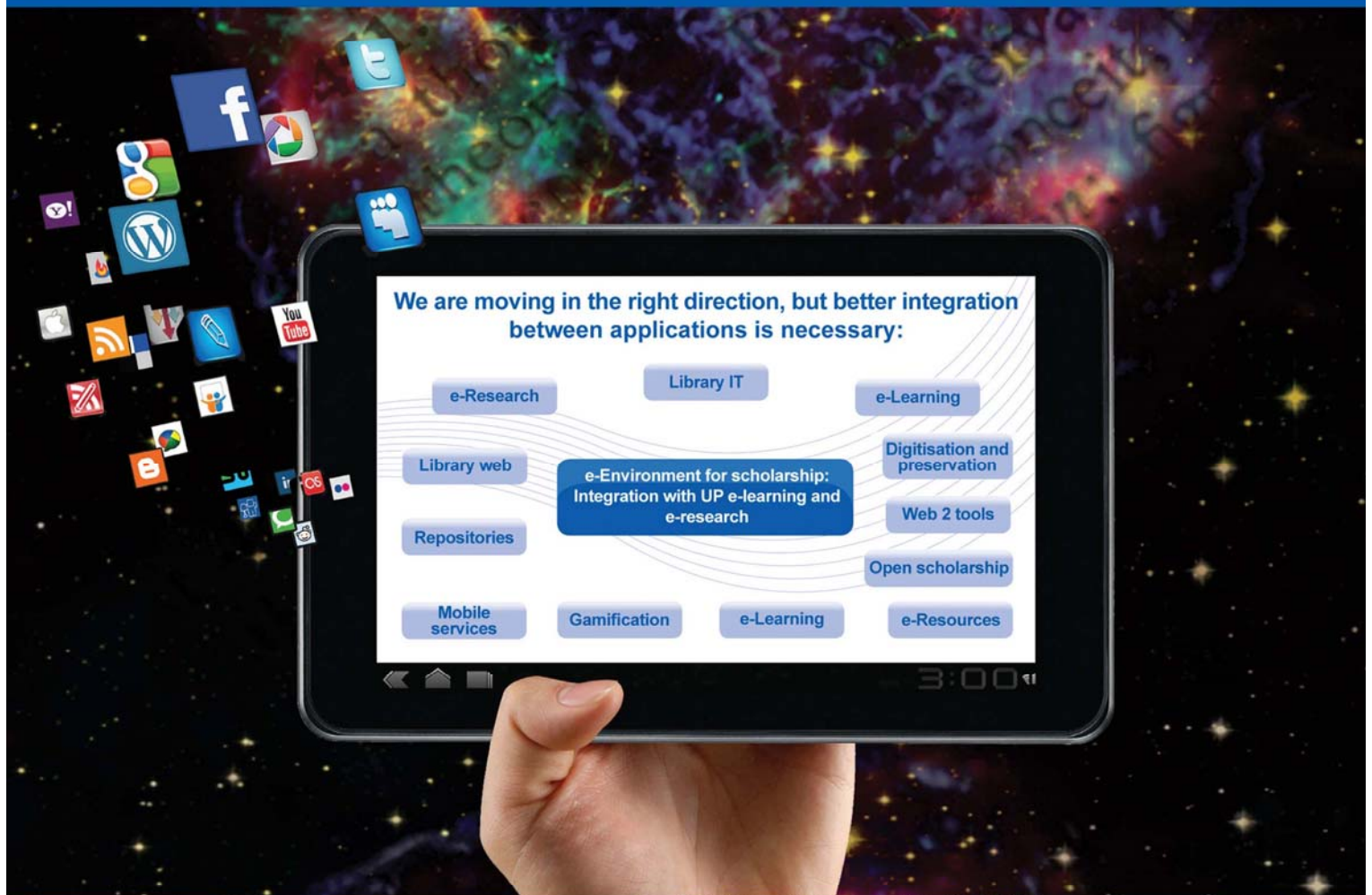


# Out of the e-Box

## Symposium: e-Strategy Marketing & Training Event

University of Pretoria Library Services, 19 - 20 September 2012



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA





## DAY 1: Wednesday 19 September 2012

Registration: 08:00-8:45

Chair - Dr Heila Pienaar, Deputy Director, Department of Library Services, University of Pretoria

TIME	TOPIC	PRESENTERS
09:00 – 09:15	Opening	PROF STEPHANIE BURTON (VICE PRINCIPAL - UP)
09:15 – 09:45	<b>Keynote:</b> Africa is mobile - so what?	DR ADELE BOTHA (CSIR MERAKA INSTITUTE)
09:45 – 10:15	Seven ages of computers in education	PROF JOHANNES CRONJE (CPUT)
<b>TEA: 10:15 – 11:00</b>		
11:00 – 11:30	Internet Archive: Book Digitization Project (Online presentation)	ROBERT MILLER (INTERNET ARCHIVE)
11:30 – 12:00	e-Research: identifying the weak links	DR MARTIE VAN DEVENTER (CSIR INFORMATION SERVICES)
12:00 – 12:30	World Digital Library (Online presentation)	MICHELE RAGO (WORLD DIGITAL LIBRARY)
<b>LUNCH: 12:30 – 13:30</b>		
13:30 – 14:15	Reconfiguring Research Impact in the Open Knowledge Environment (Online presentation)	LESLIE CHAN (UNIVERSITY OF TORONTO)
14:15 – 16:00	Libraries, technology trends and researcher expectations	PROF THEO BOTHMA (UNIVERSITY OF PRETORIA)
<b>COCKTAIL FUNCTION: 17:30</b>		

## DAY 2: Thursday 20 September 2012

Registration: 08:00-8:45

Chair - Dr Martie van Deventer, Portfolio Manager, CSIR Information Services

TIME	TOPIC	PRESENTERS
09:00 – 09:30	<b>Keynote:</b> Marketing to young adults in the context of a post-modern society	DR AMALEYA GONEOS-MALKA
09:30 – 10:00	Institutional Repositories: a perspective from UP Department of Architecture	PROF KAREL BAKKER & NICHOLAS CLARKE (UNIVERSITY OF PRETORIA)
10:00 – 10:30	Social networking: UP Mobi	DOLF JORDAAN (UNIVERSITY OF PRETORIA)
<b>TEA: 10:30 – 11:00</b>		
11:00 – 11:30	Mobility and how it's levelling playing fields everywhere	TIM WALTER (NASHUA)
11:30 – 12:00	Google: What next?	BRYAN NELSON (GOOGLE)
12:00 – 12:30	Closing	PROF JOHANNES CRONJÉ (CPUT)
<b>LUNCH: 12:30 – 13:30</b>		
<b>WORKSHOP</b>		
13:30 – 16:30	Designing meaningful learning at a time of information overload	PROF JOHANNES CRONJÉ (CPUT)

## **SPEAKER PROFILES**

### **Karel Bakker**

Prof Karel A Bakker is currently the Head of the Department of Architecture at the University of Pretoria. His academic career focuses on Heritage studies, the History of Architecture and Conservation. He serves on the editorial board of academic Journals and provides advisory services to UNESCO World Heritage Centre via the international advisory body ICOMOS.

### **Adele Botha**

Botha is a senior researcher in the mobile technologies research group of the CSIR. Her main interest is in mobile user experience and interaction design. She is currently enrolled at the Nelson Mandela Metropolitan University for a PhD in information technology in the Faculty of Engineering, Built Environment and Information Technology, focusing on the mobile user experience in goal-driven mobile interactions. She has extensive knowledge of the use of information and communications technology in society and is widely published in local and international peer-reviewed scientific publications. Her presentation will look at the Mobi4D mobile for development platform which explore the development of meaningful mobile services.

### **Theo Bothma**

Theo Bothma is professor and head of the Department of Information Science at the University of Pretoria. His teaching and research focus is on the electronic organization and retrieval of information (including cross-language information retrieval and databases for indigenous knowledge), web development and electronic publishing, as well as on curriculum development. He has been a consultant for a number of the library's e-projects.

### **Leslie Chan**

Leslie Chan is Senior Lecturer in Centre for Critical Development Studies at the University of Toronto Scarborough where he serves as the Associate Director. Since 2001, Leslie has been directing Bioline International, a collaborative platform based at CRIA Brazil for open access distribution of research journals from close to twenty developing countries. An early practitioner in the use of the Web for knowledge exchange and learning, Leslie is particularly interested in the roles of openness and control in the flow of knowledge and their impact on local and international development. With Alma Swan, Leslie co-founded the Open Access Scholarly Information Sourcebook (OASIS) and the Global Open Access Map. A Trustee of the Electronic Publishing Trust for Development, Leslie is on the editorial board of Open Medicine, and the advisory board of the Scholarly Communication in Africa project based at the University of Cape Town. He is also a member of the Research Dissemination Committee of the Canadian Federation of Humanities and Social Sciences.

### **Nicholas Clarke**

Nicholas Johan Clarke is a registered architect and full time lecturer at the Department of Architecture, University of Pretoria. He obtained his masters degree in environmental design in Architecture from the University of Cambridge, having been awarded a Commonwealth Scholarship. He also holds a bachelors in Architecture from the University of Pretoria. He acts as heritage architect in his private capacity under the name of Archifacts. His particular interests lie in the fields of the environmental performance of buildings, especially the vernacular as well as the broad understanding of cultural landscapes in the Southern African context, particularly as expressed through the built environment.

Nicholas has been involved with the Department of Architecture UP Space initiative since 2007 and has been heading the project since 2009. He is currently undertaking research towards a PhD at the Technical University, Delft, in the Netherlands.

## **Johannes Cronjé**

Johannes Cronjé is the Dean of the Faculty of Informatics and Design at the Cape Peninsula University of Technology. He started his career as a schoolmaster at Pretoria Boys High School, then became a lecturer in communication at Pretoria Technikon, and later a professor of Computers in Education at the University of Pretoria.

He holds two masters degrees and a doctorate from the University of Pretoria, and was visiting professor at universities in Norway, Finland, Sudan and Ethiopia. He has supervised more than 70 Masters and 35 doctoral students and has published more than 40 academic articles and chapters in books.

He is married to Franci and they have three children and a dog.

## **Amaleya Goneos-Malka**

Dr Amaleya Goneos-Malka did her PhD degree in Marketing Management at the University of Pretoria, while holding the position of Media Director heading up Strategy at Starcom MediaVest Group South Africa. She obtained her MBA from the University of South Africa, School of Business Leadership and a BSc degree in Biochemistry and Physiology from the University of South Africa.

In conjunction with her academic education Amaleya has developed her professional career for the past 14 years in the marketing communication industry, working across a wide range of demanding roles with the world's leading marketers, and has won several prestigious local and international marketing communication awards during her career.

## **Dolf Jordaan**

Dolf Jordaan is currently appointed as Head E-learning at the University of Pretoria (UP). He provides leadership with regards to the e-learning environment and policies and the implementation of these policies and strategies within a blended learning environment at the University. He is, amongst other, responsible for the implementation of clickUP and clickUP Mobile Learn as well as the UP mobile application. During the last few years he has been involved in various international collaboration projects and has presented various papers at national and international conferences. He is also co-author of published chapters in textbooks and articles in accredited journals. He has also lectured in multimedia design and development as well as in project management at the University. Dolf has also done consultation work for various national and international e-learning projects.

## **Robert Miller**

Robert Miller leads the Internet Archive's global digitization project as Global Director of Books. In this capacity, he has three main roles; establishing and maintaining the relationships between all categories of Libraries and funding partners, building and managing the teams that perform the digitization, and evangelizing within the library community to move more items from non-digital to digital.

In 6 years, he has built the Internet Archive team from a single test location to a world class operation where digitization is now being performed in 8 countries at 32 locations.

Prior to joining the Internet Archive, Robert co-founded or was a principal at 5 consumer product start-up companies bringing over 85 products to market in the US, Europe and Australia. In addition to building sales, marketing and product development teams, he also established supply chain networks between Asia and North America. During this period, Robert was hired to be the CEO of FocusEngine, a VC funded, Israeli search engine start-up that pioneered a fine-grained ASP search technology.

Robert brings multi-cultural experience to the Internet Archive; having worked extensively throughout Asia and Europe. He holds a BS in Industrial Engineering from Lehigh University in Pa.

## **Bryan Nelson**

In no particular order, I'm interested in and will post/share/comment about:

Technology (anything techie), G+ (it's evolving quickly), Mountain Biking (my go-to sport these days), Parenting (recent father of twins), Photography (I take a LOT of photos - some might be good), Science (see techie above), Triathlons (in training), Extreme Sports (living vicariously through others)

I work for Google now but have previously earned a living from consulting, a mobile operator and at 2 start-ups.

I'm still figuring out how to organise myself here so please circle me and hopefully I'll get more interesting as time goes on.

### **Michelle Rago**

Ms Rago has been with the World Digital Library since the project was initiated in 2006, serving first as Technical Project Director and, since early 2011, in her present position. Prior to joining the WDL, she was a Senior Information Architect in the Web Services Division at the Library of Congress and has a background in web development, information architecture, and librarianship.

### **Martie van Deventer**

Martie's position is that of Portfolio Manager in the CSIR's Information Services (CSIRIS). The core functions of her job are to ensure that the CSIR research staff are enabled in their quest to generate knowledge (by having access to peer reviewed, high quality information resources) and to guide the development institutional memory systems and tools (systems that would address the CSIR's need to disseminate its knowledge and information within the internal and the open access environments and tools (mainly policies and procedures that would guide the activities).

Martie is responsible for driving several skills development and learning projects in CSIRIS. Aligned to international trends CSIRIS is currently in the process of investigating and implementing services and products to address the changing landscape brought about by eResearch and the related technologies. Building the supporting infrastructure for virtual research environments, developing the principles and sound digital curation practices to ensure the long term accessibility to its records and digital artefacts are focal areas of interest.

The portfolio of activities requires extensive collaboration across organisation and country borders. Building the accompanying people networks remain an exciting aspect of Martie's portfolio. Her professional network has contact points in the UK, Europe, USA, Australia as well as in Africa. She serves on the Board of the World Wide Science.org, ICSTI-funded initiative and has been co-opted on the international CODATA data citation task team. She serves on the advisory panel for the annual Internet Librarian International Conference.

### **Tim Walter**

Tim Walter has 15 Years' Experience in Telecoms. He has managed everything from Operations, through Finance and into Sales. He currently finds himself in Marketing and Product Management.

Tim is responsible for the full marketing function at Nashua Mobile including brand, advertising and promotions; digital and direct marketing; product management, and pricing and device procurement.

**NOTES:**

**THANK YOU TO:**

The UPLS Organizing Committee for the “e-Strategy Marketing & Training Event”

UPLS Management & staff

The following companies

**Nashua Mobile**



**Booktalk – Representing Overdrive**



**WWIS**



**Maney Publishing**

