

## 2015 Webinars for Latin America and the Caribbean

IFLA Continuing Professional Development and Workplace Learning and IFLA New Professionals Special Interest Group in partnership with IFLA Latin American and the Caribbean Section, and the School of Information, Documentation and Library Sciences of the Faculty of Philosophy, Sciences and Literature of the University of São Paulo, Ribeirão Preto Campus (USP) in Brazil are pleased to present two new webinar series in Portuguese and Spanish during the first half of 2015.

**Tuesday, May 5, 2015 - 14:00 p.m.\***



### **Title: New roles of librarians in the 21st Century**

Description: Join our conversation in Spanish about the new roles of librarians. This webinar is especially designed to motivate everyone to think about the new jobs available for librarians. The latest technological advances and the rapid information flow are providing new avenues for librarians to go beyond traditional roles. Through these roles librarians are increasingly contributing to the areas of research, science, health, government, ecology, museums, archives, information centers, corporations and many more areas of our daily lives. Currently, we have librarians directing news departments for television channels, government departments, information centers in mining companies, sport centers, and ecological and political departments dedicated to development. This is a wonderful time for our profession. Through our new roles we are benefiting our world.

### **Presentadores: Yamira Santiago y Santiago Villegas**

	<p>Yamira Santiago, Computer Science Researcher. Aviation Safety Program, Nasa Langley Research Center at the <b>National Aeronautics and Space Administration (NASA)</b>, Hampton, Virginia, USA.</p> <p><a href="http://www.nasa.gov/centers/langley/news/researchernews/snapshot_ysantiago.html">http://www.nasa.gov/centers/langley/news/researchernews/snapshot_ysantiago.html</a></p>
	<p>Santiago Villegas, Digital strategist for Knowledge Management: Using Social Media, Digital Marketing, Web 3.0 (Semantic) and ICT to promote innovation and development of organizations, companies and cities. Colombia.</p> <p><a href="http://www.reddebibliotecas.org.co/Noticias2012/Paginas/SantiagoVillegasBibliotecologo.aspx">http://www.reddebibliotecas.org.co/Noticias2012/Paginas/SantiagoVillegasBibliotecologo.aspx</a></p>

**Moderator:** Loida Garcia-Febo, Governing Board Member of IFLA.

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**Language: Spanish**

**Wednesday, May 13, 2015 – 14:00 p.m.\***

**Title: How to be more effective in the area of copyright advocacy?**



**Description:** Copyright is now a battlefield between different actors who want to assert their vision about legal frameworks. In order to have a presence in various forums and effectively communicate the position of libraries, we need creative strategies that can compete with billionaire corporate lobbying. In this presentation, we will explore the most effective ways in which Digital Rights has advocated about copyright in campaigns such as the Intellectual Property Reform in Chile and the Trans-Pacific Partnership (TPP).

**Presenters:** Paz Peña

Foto Paz Penã	Director, Advocacy en ONG Derechos Digitales, Chile  Paz leads the advocacy team of the organization, defining the language and strategies to be used in each one of their campaigns and communication platforms. She conducts social research in the field. Paz is a journalist from the Pontificia Universidad Católica de Valparaíso and candidate to graduate from the Masters in Gender and Culture, University of Chile. She has been a member of ONG Derechos Digitales since 2008 and currently serves as Director of Incidence. Areas: communications, advocacy and activism, social research.
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**Moderators:** Sueli Mara S. P. Ferreira - Professor FFCLRP/USP and member of IFLA/LAC, and Loida Garcia-Febo, Governing Board Member of IFLA.

**Language: Spanish**


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**Thursday, May 28, 2015 - 14:00 p.m.\***

**Title:** New contract models for acquisition of electronic content

**Description:** This presentation includes business models and technologies for electronic publishing, followed by examples of acquisition of e-books and databases

**Presenters:** Katiussa Nunes Bueno and Anderson Santana

	<p>Graduated with a degree in Library Sciences from the Federal University of Rio Grande (2005 ). She is currently a librarian at the Federal University of Rio Grande do Sul and coordinator of the Brazilian Committee of Collection Development - CBDC / CBBU. Currently, pursues a master's degree in social memory and cultural goods by La Salle University Center. She has experience in library science with emphasis on the acquisition of library materials.</p>
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	<p>Librarian at the Integrated Technical Department of Libraries (DT- SIBi), University of São Paulo (UP). Bachelor's degree in Library Science from the State University Paulista (UNESP). He has experience in the areas of collection development, reference services, training, and management of information technology projects, such as search systems and digital libraries. Conducts research related to web -scale discovery services and was the coordinator of the implementation of the Integrated Search Portal USP.  <a href="http://lattes.cnpq.br/2918622595295995">http://lattes.cnpq.br/2918622595295995</a></p>
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**Moderator:** Sueli Mara S. P. Ferreira - Professor FFCLRP/USP and IFLA/LAC

**Language:** Portuguese

#### **REGISTRATION:**

You do not need advance registration. If you require a participation certificate, we will collect your information during the webinar. Guidance on this procedure will be provided during the webinar.

#### **ACCESS:**

You can access the webinar via the following link:

<http://iptv.usp.br/portal/transmissao/iflalac> a confirmar

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All sessions will last for one hour, following the presentations we will have 20 minutes for questions and comments from participants, which may be sent throughout the event, to the email: [iflalac.webinar@gmail.com](mailto:iflalac.webinar@gmail.com)

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**\*IMPORTANT:** - The time used for the webinar is Bra time. Please, check your local time and other cities in Latin America:

<http://www.timeanddate.com/worldclock/custom.html?continent=samerica>

- Time in other cities around the world: <http://www.timeanddate.com/worldclock/>

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#### Questions and information requests for the series coordinators:

	Sueli Mara S. P. Ferreira - <a href="mailto:sueli.ferreira@gmail.com">sueli.ferreira@gmail.com</a>
	Loida Garcia-Febo - <a href="mailto:loidagarciafebo@gmail.com">loidagarciafebo@gmail.com</a>

**More information:** [iflalac.webinar@gmail.com](mailto:iflalac.webinar@gmail.com)

#### Webinar Team:

Sueli Mara S.P. Ferreira, IFLA LAC and FFCLRP/USP  
 Loida Garcia-Febo, Governing Board of IFLA, IFLA CPDWL, NPSIG  
 Claudiane Weber, ECA/USP and UFSM  
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 Elaine Cristina Bovo Perez, FFCLRP/USP  
 Sigrid Karin Weiss Dutra, President IFLA LAC and UFSC  
 Silvia Cecilia Anselmi, IFLA LAC  
 Juanita Jara de Sumar, IFLA CPDWL

Partnering organizations:



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More information about the 2014 webinars for Latin America & the Caribbean:

<http://blogs.ifla.org/lac/?p=655>

Access to 2014 videos: <http://iptv.usp.br/portal/transmissao/iflalac>