



## IFLA Management & Marketing Section

### ANNUAL REPORT 2013

This annual report covers the period from January to December 2013.

#### 1. MEMBERSHIP

##### Section members on December 31<sup>st</sup>, 2013

By the end of 2013 the M&M section (IFLA Section #34) had 144 members (end of 2012: 145): 132 organizations and 12 individuals. There were 20 Standing Committee members and 3 corresponding members.

##### Standing Committee members on December 31<sup>st</sup>, 2013:

###### Officers

Perry Moree, The Netherlands, chair (first term 2011-2015)

Nancy E. Gwinn, United States of America (first term 2011-2015)

Silvère Mercier, France, Information coordinator and web editor (first term 2011-2015)

###### Members 2011-2015

Antonia Arahova, Greece (first term)

Lamia Badra, France (first term)

Shu Fang, China (second term)

James Keller, United States of America (first term)

Hella Klauser, Germany (first term)

Päivi Kytömäki, Finland (second term)

Réjean Savard, Canada (second term)

Grace Saw, Australia (second term)

Nadia Temmar, Algeria (second term)

Ludmila Zaytseva, Russia (second term)

###### Members 2013-2017

Judith Broady-Preston, United Kingdom (second term)

Chao Chen, China (second term)

Henar Silvestre Ferradal, Spain (first term)

Cindy Hill, United States of America (first term)

Agneta Holmenmark, Sweden (second term)

Ruth Ornholt, Norway (first term)

Leslie Weir, Canada (first term)

###### Chair IFLA international Marketing Award

Ludmila Zaytseva [Jury members: Antonia Arahova, Nancy Gwinn, Silvère Mercier, Ruth Ornholt, Grace Saw, Nadia Temmar with advisor Christie Koontz]

###### Corresponding members

Raymond Bérard, France

Børge Hofset, Norway

Madeleine Lefebvre, Canada

###### Honorary member

Christine Koontz, United States of America

#### 2. MEETINGS

##### Mid-Year Standing Committee meeting, Moscow, Russia, February 28-March 1, 2013

The meeting, held at the Russian State Library, was well organized and hosted by Ludmila, and included a workshop by Christie and a well-attended and interesting roundtable with Russian colleagues. Ludmila and her colleagues (Irina Gayshun and others) had also prepared a guided tour through the RSL (former Lenin Library) and had selected a fine choice of Russian restaurants. *Spasiba Mila and Irina!* The minutes from Helsinki 2012 were

approved. The conference program for Singapore was discussed. The International Marketing Award was also on the agenda. We had a wonderful time in the great city of Moscow.



Ludmila

### **Standing Committee meetings in Singapore, Suntec Convention Centre, August 17 and 20, 2013**

During the first meeting – after approving the Moscow minutes and discussing the International Marketing Award – there were various reports by Perry and Madeleine, on IFLA’s Professional Committee and the strategic plan. The dates for the Washington midyear meeting (thanks Nancy) were agreed. Perry and Nancy were elected as chair (second term for Perry) and secretary, both by acclamation. Perry thanked outgoing secretary Madeleine for her great contribution to the section and her work as secretary. With Nancy the section fortunately continues to have an experienced and active secretary.

During the second meeting the well-attended session on “Shoestring Marketing” was discussed. No satellite meeting was planned for 2013, but in 2014 (in France) there two promising plans by Réjean (“Francophonies, Libraries and Confluences”) and Silvère (“Library as Media”). Ludmila agreed to be to new chair of the Marketing Award Jury. The chair will express his thanks to our colleague Dinesh for his many years of work on the jury.

### **3. COOPERATION WITH OTHER SECTIONS AND GROUPS IN 2013**

After cooperation in 2012 with Academic and Research Libraries section the M&M Section decided to organize a single session at WLIC Singapore, but will continue to look out for cooperation opportunities.

### **4. PROFESSIONAL ACTIVITIES**

- Roundtable/workshop during midterm meeting in Russian State Library, Moscow, February 28, 2013
- Session (two hours) in WLIC Singapore on “Marketing on a shoestring: A Lightning Round”, August 18, 2013, attracting an audience of about 175-200
- Preparation of WLIC 2014 session on “Managing Advocacy” in Lyon, France, and two satellite meetings
- IFLA International Marketing Award: Sponsorship by Emerald was reconfirmed from 2013 onwards, with more price money instead of travel costs for jury members. In 2013 the award was won by the University of Tartu (Finland) for their “Talking Textbooks” campaign. The jury consisted of Dinesh (chair), Antonia, Nancy, Nadia and Ludmila. The award is one of the core activities of the section and is handled very professionally.
- A new book titled *Marketing in Library Services 2* (edited by Christie) enriched the already impressive list of M&M books in IFLA’s Green Series.

### **5. INFORMATION AND PROJECTS**

Silvère provided a fine newsletter in 2013 and continues to (splendidly) update our website. Suggestions for new projects can be made during midterm meeting in February 2014.

### **6. STRATEGIC PLAN**

The forthcoming new strategic plan was briefly discussed during the midterm meeting in Moscow in February.

### **7. FINANCES**

The section applied for IFLA administrative funds: € 400 in 2013. It was not spent during that year, but was reserved for future costs (small booklet with M&M-anniversary article).

Leiden – Washington DC, February 13, 2014



**Perry Moree**  
Chair

**Nancy Gwinn**  
Secretary