PROGRAM: IFLA/FESABID Access to information advocacy workshop
Seville, 13 March 2014
(coinciding with MLAS mid term meeting)

Morning

9.00 Welcome

Gerald Leitner, Chair MLAS, and Margarita Teladriz, President, FESABID

General welcomes and introduction of programme

9.15 Trend Report presentation

Donna Scheeder, IFLA President Elect

What does the Trend Report tell us? Energising libraries to engage to emerging information trends: how libraries can use the Trend Report

9.45 International advocacy and the Trend Report

Stuart Hamilton, Director of Policy and Advocacy, IFLA; Ellen Broad, Manager, Digital Projects & Policy, IFLA

IFLA's policy and advocacy engagement in the context of Trend Report information developments – copyright reform, e-Lending and the post-2015 development agenda.

What we are doing, why it is relevant for libraries at the national level and how you can contribute.

10.15 Q&A

10.45 Coffee

11.15 What makes a successful advocacy campaign?

The elements of successful campaigns: building campaigns from the ground up, with limited resources, and making them work
Jaime Atienza, Campaigns and Policy Director, Oxfam

Response: Martyn Wade, Chair, IFLA FAIFE Committee

12:00 Q&A

12.30 Lunch

Afternoon

13.30 Looking at some specific access to information campaigns

Dan Pescod, Campaigns Manager, Europe, International and Accessibility, Royal National Institute of Blind People (RNIB)
Securing an international treaty on accessible format works for the world's blind and visually impaired populations. Looking back on the "Miracle of Marrakesh"

Helen Darbishire, Vice President and Executive Director, Access Info
Access to information advocacy in the EU; success stories and lessons learnt

Caroline de Cock, Managing Director, N-Square Consulting, Co-ordinator Copyright 4 Creativity Coalition
Tips for libraries communicating with policy makers and members of Parliaments. How to create impactful advocacy

Irene Borrás, Consultant, CAUSES that Change the World
Communícate to share

15:00 Workshops – Generating policy change

3-4 invited speakers/workshop facilitators will lead participants in smaller groups on specific library topics. This would be an opportunity for participants to learn more about why the speaker's campaign worked, what did and didn't work, and ask any questions. Attendees will be asked to join groups based on the presentations they have heard from the speakers.

The purpose of the workshops is to get participants thinking about how they might specifically advocate for copyright reform, e-Lending or the post-2015 development framework in their country, and how their input might contribute to the IFLA international strategy.

16:00 Coffee

16.30 Report back

17.15 Close – Gerald Leitner