

Friday, 21 September 2007

8:30-19:00 REGISTRATION

AUDITORIUM ▼

CERVANTES ROOM ▼

9:30-9:45	Welcome and Logistics <i>Eric Reiss (chair), FatDUX, DK</i>	←
9:45-10:45	Opening Keynote: Web Mining for Web Design and Knowledge <i>Ricardo Baeza-Yates, Director Yahoo! Research, ES</i>	←
10:45-11:15	COFFEE BREAK *	
11:15-12:00	How to (Really) Localize an Information Architecture <i>Peter Van Dijck, Consultant, BE</i>	22 Languages and 30 000 Products: A Nightmare Comes True? <i>Bogo Vatovec, bovacon, DE</i>
12:00-12:15	SHORT BREAK	
12:15-13:00	MobileMap <i>Susan Webber, LBi, UK</i>	Playful IA <i>Kars Alfrink, Leapfrog, NL/DK</i>
13:00-15:00	LUNCH	
15:00-15:45	Navigating the Long Tail: Adapting IA to Niche Markets <i>James Kalbach, LexisNexis, DE</i>	Persuadability in e-Commerce <i>Ariel Guersenzvaig, Ana Alvarez, Gustavo Rojas & Ester Pallarés, Multiplica, ES</i>
15:45-16:00	SHORT BREAK	
16:00-16:45	UiaML: Universal Information Architecture Modelling Language <i>Alex Jongman, Hogeschool Utrecht, NL</i>	Processes and Patterns: Best Practices on Steroids! <i>Peter Boersma, Info.nl, NL</i>
16:45-17:00	SHORT BREAK	
17:00-17:45	Walking the Tightrope: Balancing Information and Seduction in Redesigning the Heathrow Airport Website - Giorgio Venturi, User Centred Consulting Ltd, UK; & Jonathan Culling, DLKW, UK	Cognitive Organization for Requirements Elicitation at Orbitz Worldwide <i>Joanna Wiebe, Orbitz, US; & Scott Confer, Sears Holdings Corporation, US</i>
17:45-18:15	AFTERNOON TEA BREAK *	
18:15-19:15	Panel: Perspectives on Ethics <i>Oilly Wright, Media Catalyst, NL; Joe Lamantia, US; & Thomas J. Froehlich, Kent State University, US</i>	←
19:15-21:00		→ Poster Sessions (with cash bar available)
21:00-	DINNER - Participants are free to make their own dinner arrangements	

Saturday 22 September

8:30-13:00 REGISTRATION

AUDITORIUM ▼

CERVANTES ROOM ▼

9:45-10:30	Too Much Information and Too Little Architecture?: Transforming Semantic Web Ideas to IA - Svein ØInes, Nils Arne Hove & Terje Aaberge, <i>Western Norway Research Institute, NO</i>	Building the Bridge: Librarian as Information Architect <i>Stanislaw Skorka, Library and Information Science Institute, Pedagogical University, Cracow, PL</i>
10:30-10:45	SHORT BREAK	
10:45-11:30	Navigating Through the (Tag) Cloud: Information Architecture Strategies that Support People with Disabilities <i>Frances Forman, Nomensa, UK</i>	Service Design <i>Claire Rowland, Seren Partners, UK</i>
11:30-12:00	COFFEE BREAK *	
12:00-12:45	Core and Paths: Designing from the Inside Out - Are Halland, <i>NetLife Research, NO</i>	From Physical to Digital Environments (and Back): Towards Cross-Context IA - <i>Andrea Resmini, University of Bologna, IT; & Luca Rosati, University for Foreigners of Perugia, IT</i>
12:45-14:30	LUNCH	
14:30-15:30	Panel: Translating Data into Information <i>Margaret Hanley, Consultant, UK; Tom Coates, Yahoo!, UK; & Matt Biddulph, Dopplr, UK</i>	←
15:30-15:45	SHORT BREAK	
15:45-16:45	Closing Keynote <i>Morten Norby Larsen, Joost, DK</i>	←
16:45-17:45	Wrap-up / Five-minute Madness <i>Eric Reiss (chair), FatDUX, DK</i>	←

* Coffee breaks and tea breaks will be in the hotel garden (weather permitting) or in the hotel.