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## *Branding – Marketing - Facilitating*

The 30th Anniversary Seminar of BMF

Date: Friday 12th November, 2010  
Time: 10.00 – 16.15  
Venue: Tieteiden talo  
Address: Kirkkokatu 6, Helsinki <http://www.tieteidentalo.fi/>

Morning session, Chair Tuulevi Ovaska

10.00 - 10.30      *Registration and coffee*

10.30 - 10.45      *Opening words*  
*Gunilla Jansson, chair of BMF*

10.45 - 11.30      *Developing the Next-generation Medical Library*  
*Karen Buset (Norway)*

11.30 - 12.15      *Marketing library services – a question of attitude?*  
*Lotta Haglund (Sweden)*

12.15 - 13.00      *Lunch*

13.00 - 13.30      *BMF's semi-annual meeting = BMF:n syyskokous (in Finnish)*

Afternoon session, Chair Minna Liikala

13.40 - 14.00      *Päätöksentuki ammattilaisen apuna (in Finnish)*  
*Peter Nyberg (Duodecim)*

14.00 – 14.45      *The Many Faces of Medical Students' Information Behaviour*  
*Eeva-Liisa Eskola (Finland)*

14.45 - 15.15      *Coffee*

15.15 - 16.00      *Presenting as a critical skill*  
*Ronald van Dieën (The Netherlands)*

16.00 - 16.15      *Conclusions & Honours*  
*Gunilla Jansson*

18.00 – 22.00      *Anniversary Dinner at Restaurant Nokka*  
Address: Kanavaranta 7, Helsinki  
<http://www.royalravintolat.com/nokka/>