## ukoln-logo-smallMonday 18th June 2012

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| **10:00 – 17:00** | **Registration and coffee** | Appleton Tower |
| **11:00 – 12:30** | **Parallel Sessions A** | 2nd Floor, A.Tower |
| **12:30 – 13:30** | **Lunch** | Concourse, A Tower |
| **13:30 – 14:00** | **New to the Sector? New to Web Management?  New to IWMW?** An orientation session, open to all | Lecture Theatre 4  Appleton Tower |
| **14:00 – 15:30** | **Parallel Sessions B** | 2nd Floor, A.Tower |
| **15:30 – 16:00** | **Coffee** | Concourse, A Tower |
| **16:00 – 16:20** | **Opening of IWMW 2012 *Welcome to the University of Edinburgh***, Dawn Ellis, University of Edinburgh ***Welcome to IWMW 2012***, Brian Kelly, UKOLN | Lecture Theatre 4 |
| **16:25 – 17:15** | **Plenary 1: *Data and the Web Manager*** Kevin Ashley, DCC (Digital Curation Centre) | Lecture Theatre 4 |
| **17:15 – 19:00** | **Free Time – coaches returning to Pollock Halls at 17.15** |  |
| **19:00 – late** | **Workshop Dinner and Ceilidh** | South Hall, Pollock Halls |

## Tuesday 19th June 2012

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| **07:00 – 09:00** | **Breakfast** | JMCC Building at P Halls |
| **09:00 – 10:30** | **Morning Session 1: Data: the New Content**  Chair: Marieke Guy, UKOLN | Lecture Theatre 4 |
| **09:00 – 09:45** | **Plenary 2: *Open Data Development in the City of Edinburgh Council***  Sally Kerr, City of Edinburgh Council and Suraj Kika, Jadu | Lecture Theatre 4 |
| **09:45 – 10:30** | **Plenary 3: *Data Visualisation: A Taster***Tony Hirst, Open University and Martin Hawksey, JISC CETIS | Lecture Theatre 4 |
| **10:30 – 11:00** | **Tea/Coffee** | Concourse A Tower |
| **11:00 – 11:45** | **Plenary 4:** ***Key Information Set Data***,Andrew Oakley, HESA | Lecture Theatre 4 |
| **11:45 – 12:30** | **Morning Session 2: Embedding Innovation  Plenary 5:** ***Beyond WCAG: Experiences in Implementing BS 8878***, EA Draffan, University of Southampton | Lecture Theatre 4 |
| **12:30 – 14:00** | **Lunch** | Concourse, A Tower |
| **14:00 – 16:00** | **Afternoon Session: Embedding Innovation (continued)** Chair: Katherine Pickles, Robert Gordon University | Lecture Theatre 4 |
| **14:00 – 14:45** | **Plenary 6: *Going Online - Do Universities Really Understand the Internet?*** Professor Ferdinand von Prondzynski, Robert Gordon University | Lecture Theatre 4 |
| **14:45 – 15:30** | **Plenary 7: *Do I Need an App for That?***  Rob Borley, Headscape | Lecture Theatre 4 |
| **15:30 – 16:00** | **Tea/Coffee** | Concourse A Tower |
| **16:00 – 17:30** | **Parallel Sessions: C** | 2nd Floor A Tower |
| **17:30 – 19:00** | **Free Time** |  |
| **19:00 – late** | **Drinks Reception, Our Dynamic Earth and Free Time** | Our Dynamic Earth |

## Wednesday 20th June 2012

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| **07:00 – 09:30** | **Breakfast Coaches to leave for Appleton Tower at 09.00** |  |
| **09:30 – 11:00** | **Morning Session: Institutional Case Studies** | Note late start to allow time to checkout |
| **09:30 – 10:00** | **Plenary 8: *What Do You Really Want?*** Dawn Ellis, University of Edinburgh | Lecture Theatre 4 |
| **10:00 – 10:30** | **Plenary 9: *Serve Two Masters: Creating Large-Scale Responsive Websites*** Keith Doyle, Navopia and  Paddy Callaghan, Bradford University | Lecture Theatre 4 |
| **10:30 – 11:00** | **Tea/Coffee** |  |
| **11:00 – 11:30** | **Plenary 10:** ***The Good, the Bad and the Ugly:  Two Years of Running a Content Management Service*** Helen Sargan, University of Cambridge | Lecture Theatre 4 |
| **11:30 – 12:00** | **Plenary 11:** ***Measuring Impact***  Stephen Emmott, LSE | Lecture Theatre 4 |
| **12:00 – 12:45** | **Conclusions** | Lecture Theatre 4 |
| **12:45** | **Finish** |  |

## Parallel Sessions

**A1 Identifying and Responding to Emerging Technologies**,   
Thom Bunting and Brian Kelly, UKOLN and Mark Power, CETIS

**A2 Experiences in User Centred Design at the University of Edinburgh**,   
Neil Allison, University of Edinburgh

**A3 ~~An Open Approach to the Web - Learning Lessons from Others~~**~~, Matt Jukes, MRC~~

**A4 The Xcri-cap Files**, Rob Englebright, JISC and Claire Gibbons, Bradford University

**A5 Preparing For Mobile Open Session**, Ben Showers, JISC

**A6 Building a Low Cost Mobile Web Presence**, Laura Murphy, TerminalFOUR

**B1 I've Got this Idea for an App…**, Chris Eddie, University of Oxford

**B2 Developing Digital Literacies and the Role of Institutional Support Services**, Sheila MacNeill

**B3 Large-Scale Responsive Websites: Tools and Techniques**, Keith Doyle and Paddy Callaghan

**B4 Big and Small Web Data**, Marieke Guy, UKOLN

**B5 Managing and Supporting a Central Content Management System (CMS) with a Devolved Web Publishing Community**, Neil Allison and Joe Farthing, University of Edinburgh

**B6 BYOD (Bring Your Own Device)**, Self-managed

**B7 What Can schema.Org Offer The Web Manager?**, Phil Barker, CETIS

**C1 Responding to the Cookie Monster**, Claire Gibbons, University of Bradford and   
John Kelly, JISC Legal

**C2 A Collaborative Evaluation of Web Conferencing Tools**,   
Julian Prior and Marie Salter, University of Bath

**C3 Mobilising WordPress**, Steve Boneham, Netskills and Mark Power, CETIS

**C4 The Challenges of Delivery Content Strategy in HE**, Richard Prowse, University of Bath

**C5 Linking You**, Alex Bilbie, Lincoln University

**C6 Managing the Process of Providing an Inclusive Institutional Web Presence**,  
David Sloan, University of Dundee

**C7 Data Visualisation Kitchen**, Tony Hirst. Open University and Martin Hawksey, CETIS