



Media Management Seminar

Changing sceneries, changing roles UPDATE - 3 years later ...

**A seminar for audio-visual documentalists, archivists,
cataloguers and middle management**

11.-12. May 2007 / Vienna (Uni-Campus AAKH, Aula)

“With digitization, the audiovisual world around us is changing rapidly. For AV-archives, digitization means a different role and a different position in the broadcast environment. This implies that jobs are changing, sometimes even radically. Especially archivists have to find their way in a new world, where essence is no longer touchable, where metadata are imported automatically and where discussions of quality and quantity are an everyday subject.” In 2004 we started under these lines an intense seminar, exchanged experience, shared and even improved our knowledge.

What has happened since then? Have our greatest fears come true or did the opportunities we hoped for occur? Have we been replaced by machines or is our work even more valuable since our collections have been digitized? Are we still waiting for the goddess DIGITALIA to appear and is the road to her temple a straight or a bumpy one?

Again we want to exchange our experiences, want to discuss the situation in the different archives, want to learn about the different challenges and solutions. A broad range of topics are waiting to be addressed:

- What are our goals these days, how do our roadmaps look like?
- Does technology improve our workflows?
- What are the changes in these workflows around the new technology?
- Is neutral cataloguing still to be continued or should we focus on specific target groups?
- How do we train and prepare ourselves for the expanding role?

Join us in vivid discussions and get valuable input and solutions during actual information-presentations fresh from our archives!

The costs for this seminar are only 100 Euro per person!

Limited space! Register now!

Please register ASAP with:

Christine Politsch [\[mailto:archiv@orf.at\]](mailto:archiv@orf.at)

→ Please use the Registration-Form on the last page!

Hotel-Information: See next page!!

- Are you also in need of specific solutions for your preservation work?
- Do you want to find out technical information about typical archive tasks?

Extend your stay in beautiful Vienna and attend the PrestoSpace-Workshop on 14.-15. May at the same venue! Get information about how the results of the IST-Project PrestoSpace can support you in meeting your goals! More information on www.prestospace.org !

→ PLEASE BOOK YOUR HOTEL DIRECTLY!!!!!!!

HOTEL-INFORMATION:

Parkhotel Schönbrunn Wien

Hietzinger Hauptstr. 10-20 A-1130 Wien

Tel.:0043/1/87804-0

Fax:0043/1/87804-3220

e-mail: parkhotel.schoenbrunn@austria-trend.at

www.austria-trend.at/paw



Parkhotel Schönbrunn was built in 1907 as the guest house of Emperor Franz Josef I. and today offers modern comfort to the visitors to the romantic city of Vienna. The hotel is located in the immediate vicinity of the "Schönbrunn Palace" and is surrounded by a park. The imperial atmosphere of bygone days together with modern facilities and friendly service make the hotel unique in the city of Vienna.

Only 20 minutes per Underground to the venue, which is located near the center of Vienna!

→ Early bird rate (EUR 95,-- for single, EUR 135,-- for double) until 20th April !!!
Code: "MMC"

Hotel Rathauspark

Rathausstraße 17 A-1010 Wien

Tel.: +43/1/40 412-0

Fax: +43/1/40 412-761

e-mail: rathauspark@austria-trend.at

www.austria-trend.at/rhw



Austria Trend Hotel Rathauspark is located in the city center near City Hall and Burgtheater. Originally built in 1880, the former palais-style residence of celebrated author Stefan Zweig was converted into a superior 4* hotel. After a complete renovation in 2004, the hotel offers again first-class service in a stylish ambiance and tranquil atmosphere.

Only 5 minutes walk to the MMC-Seminar venue!

→ Regular Rates !



REGISTRATION FORM
FIAT/IFTA – MMC – SEMINAR

11.-12. MAY 2007
VIENNA / AUSTRIA

NAME:

COMPANY:

EMAIL:

TEL.NO.:

ARRIVAL:

DEPARTURE:

HOTEL:

- PARKHOTEL SCHÖNBRUNN
 HOTEL RATHAUSPARK
 OTHERS

I WILL ATTEND THE SOCIAL EVENT ON FRIDAY EVENING (INCLUDED)

I WILL PAY THE REGISTRATION-FEE FOR THE SEMINAR (EUR 100,--) IN CASH AT
THE REGISTRATION-DESK (NO CARDS OR CHECKS!!)

DATE:

SIGNATURE:

→ PLEASE FAX THE COMPLETED FORM TO +43-1-87878-12739