

**Ministry of Culture of the Russian Federation
Russian State Library for Young Adults**

*Celebrating the Russian State
Library for Young Adults' 50th Anniversary*

**International Conference on Building Young People's Human Capital at
the Library**

**12-13 October 2016
Moscow**

PROGRAMME

**12 October
Russian State Library for Young Adults
(4 build. 1, B. Cherkizovskaya, Conference Hall)**

09:00 Registration. Tour of the library

10:30 - 13:00 Opening of the conference. Plenary session

Chair: **Irina Mikhnova**, director of the Russian State Library for Young Adults, vice-president of the Russian Library Association, Ph.D. in Education

Greetings from the special guests of the conference (*Ministry of Culture of the Russian Federation, Federal Agency for Youth Affairs, State Duma, the Council of the Federation of the Federal Assembly of the Russian Federation, Government of Moscow*)

The Library for Young Adults - a Library of Opportunity

Irina Mikhnova, director of the Russian State Library for Young Adults

Young People about Young People: Sociological View

Larisa Pautova, project director at the Public Opinion Foundation, Ph.D. in Sociology

Building Human Capital: What Does the Future Require from Young Adults?

Sergey Gil, head of the education and innovations department, Central Union of the Consumer Societies of the Russian Federation, Ph.D. in Education

13:00 - 14:00 Lunch

14:00 - 15:45 Plenary Session (Continued)

“Internet + Education” in the Social Lifts’ System for Young People

Ivan Zasursky, president of the Web Publishers Association, chairman of the new media and theory of communication department, assistant professor of the Moscow State University, Ph.D. in Philology

Necessary and Possible in the Technological Environment of the Library for Young Adults

Anton Purnik, head of the project management department, Russian State Library for Young Adults, Ph.D. in Economics

National Short Film Competition “Overcome”: Young Authors about Young Disabled People (within the Year of Russian Cinema)

Ekaterina Vasilyeva, head of the special projects and public relations department, Russian State Library for Young Adults

Margarita Dyomkina, head of the laboratory for young people’s sociocultural practices, Russian State Library for Young Adults

Library and Young Adults in the Year of Ecology

Vladimir Zakharov, corresponding member of the Academy of Sciences of Russia, chief of laboratory of the Koltzov Institute of Developmental Biology, president of the Center for Russian Environmental Policy, Ph.D. in Biology

National Campaign “Ecological Knowledge Day”: Presentation

Veronika Leschinskaya, head of the EcoCulture Informational and Educational Centre, Russian State Library for Young Adults

Elena Bychkova, head of the ecological information department, Russian National Public Library for Science and Technology, Ph.D. in Education

15:45 - 16:00 Coffee break

16:00 - 18:00 Library Services for Young Adults System: Achievements and Perspectives. Round table discussion (Side event)

Chair: **Marina Zakharenko**, deputy director on research and methodology, Russian State Library for Young Adults, Ph.D. in Education

National Libraries and Youth Consulting Centre: Development Trends

Marina Zakharenko, deputy director, Russian State Library for Young Adults

All-Russia Research “Library and Information Services for Young Adults in Russian Libraries”: First Results

Margarita Samokhina, head of the department of sociology, Russian State Library for Young Adults, Ph.D. in Sociology

The Library’s Role in Implementing the State Young Adult Policy

Natalya Grishina, director of the M. Gorky Regional Universal Academic Library, Ryazan

Young Reader and Young Librarian: Partnership or Rivalry

Nailya Zhamaletdinova, director of the Sverdlovsk Regional Library for Children and Youth

The Public Library’s Work with Local Communities and Activists: Implementation Model

Andrey Lisicky, director of the Dostoevsky Library, Moscow

Library as an Innovative Centre for Young People’s Community

Ksenia Revzina, deputy director on development, Samara Regional Youth Library

Library within the State Young Adult Policy

Yana Malafeeva, chief librarian of the methodology and consulting department, Perm Municipal Library System

Svetlov Library on the Cultural Map of Moscow

Anton Bobylev, young adult library specialist, Svetlov Central City Library for Young Adults, Moscow

The “Sovremennik” Library Sets Trends or How Interdisciplinary Communication Changes the Environment

Veronika Sedinina, head of the cultural programmes department, Centralized Library System of Krasnogvardeysky District of Saint-Petersburg

Librarian’s Office Online Service as an Information Exchange Channel with the Target Audience

Igor Oleynik, leading specialist on project management, Biblio Globus Trading House

16:00 - 18:00 Components of Library’s Success among Young People. Workshop (Side event)

Chair: **Veronika Leschinskaya**, head of the EcoCulture Informational and Educational Centre, Russian State Library for Young Adults

Small Room

Library for Young Adults: Looking for Ideal Model

Svetlana Shadrina, librarian of the Volgodonsk Centralized Library System, Rostov region

Creative Industries at the Library: Brainstorming Techniques

Aleksandr Maksimov, head of the marketing department, Samara Regional Youth Library

Gogol Library as a Brand: Development and Promotion

Julia Martinkenayte, head of the Gogol Central District Library, Saint-Petersburg

The Fourth Dimension in Promoting Reading

Sergey Shestakov, librarian of the reading and library programmes department, the Republic of Komi Youth Library

Interactive Gaming Techniques: Helping a Librarian in Working with a Book

Ksenia Mikhaylova, leading librarian, the Republic of Karelia National Library

Library Quest: Ride Your Bike and Train Your Brain

Vladimir Kosarevsky, director of the Akhmatova Central Library of the Centralized Library System of the Moscow Western Administrative Okrug

Young Librarians: Who Are We? What Are We?

Nadezhda Vyropayeva, head of the general reading room, M. Gorky Regional Universal Academic Library, Ryazan

Youth Philosophy Society Project

Anastasia Podyapolskaya, librarian of the Krasnoyarsk Region State Universal Scientific Library

Does the Library Existence Determine the Young People's Consciousness?

Irina Almazova, head of branch library №23, Izhevsk

Multimedia Ensuring for Young People with Special Needs

Anastasia Babina, Julia Merkusheva, 3rd year library and information science students, Udmurt State University, Izhevsk

18:30 Concert performance "Poetic Workshop" - a present for the conference's participants

By librarians and readers of the Samara Regional Youth Library

Comics Centre Room

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10:00 - 12:30 Specialized Services for Young Adults - Global Library Trend.

Thematic meeting

Chair: **Maria Alekseeva**, head of the international relations department,
Russian State Library for Young Adults

Youths, Envisioning Dreams and Preparing for Future at the Library

Seong-Deok Lee, director of the Planning and Cooperation Division,
National Library for Children and Young Adults, Republic of Korea

Book exchange ceremony within the Book Patchwork international project and the Memorandum of Understanding for Cooperation between the Russian State Library for Young Adults and the National Library for Children and Young Adults of Korea

Library Planet International Project: New Cases

Ekaterina Vasilyeva, head of the special projects and public relations
department, Russian State Library for Young Adults
Irina Sokolova, leading specialist of the international relations
department, Russian State Library for Young Adults

Finnish Youth Library Work - Present Trends and Future Challenges

Ulla Pötsönen, information specialist, Joensuu Regional Library, Finland,
chair of Finnish Library Association's International and Multicultural working
group, Standing Committee member and information coordinator of the
IFLA Section Libraries for Children and Young Adults

Zoom on Municipal Public Library in Wrocław: Discovering Methods of Work for Young Adults

Agnieszka Olszewska-Brusiło, custodian of Mediateka, Wrocław Municipal
Public Library, Poland

The Never Ending Story - How to Include Young People in the Development of the Future Library?

Britt-Marie Ingdén-Ringselle and specialists of the Stockholm City Library System, Sweden

12:30 - 12:45 Coffee break

12:45 - 14:30 Young Adult Fiction and Young Adult Reading. Literary panel discussion

Chair: **Evgenij Kharitonov**, literary project supervisor of the Russian State Library for Young Adults, Union of Russian Writers member

New Literature and Readers: What Can a Library Do?

Lyubov Borusyak, expert in sociology, media and advertising, Ph.D. in Sociology, associate professor, Higher School of Economics

Young People in 20th-21st Century Literature

Presentation of the book “One Hundred Years of Youth” by Valery Bondarenko and the RSLYA’s new educational project “Bibliographical Online Wednesdays with Valery Bondarenko”

Meeting and signing session with famous Russian sci-fi writer Sergey Lukyanenko

14:30 - 15:00 Coffee break

15:00 - 17:00 Anniversary meeting “Let’s Remember How It All Began”

Presentation of the collection of memories, poetry and stories “Half a Century with Young Adults”

17:30 Evening reception at RSLYA