



October 9, 2023

Associate Professor Dr. Sarintip Tantanee

President

Naresuan University

Office of the President Naresuan University

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มหาวิทยาลัยนเรศวร
รับที่ 07482
วันที่ 11 ต.ค. 2566
เวลา 14.19 น.

กองพัฒนาภาษาและกิจการต่างประเทศ
มหาวิทยาลัยนเรศวร
รับที่ 0560
วันที่ 12 ต.ค. 2566
เวลา 10:30

Dear Associate Professor Dr. Sarintip Tantanee

Subject: Invitation to an OCLC seminar in Bangkok 2023

Hope this letter finds you well.

I wanted to contact you to share some information about and invite you to the OCLC Seminar taking place at the Millennium Hilton Bangkok on Friday 27 October, 10:00 – 13:00 (ICT).

We are pleased to announce that we will be joined by Skip Prichard, CEO and President of OCLC, who is an Inc. Top 100 Leadership Speaker and Wall Street Journal bestselling author of The Book of Mistakes: 9 Secrets to Creating a Successful Future. Skip Prichard will be joined by Eric van Lubeeck, Vice President, Global Library Services and Managing Director, OCLC EMEA and APAC, and Dr. Axel Kaschte, Product Strategy Director, OCLC EMEA.

During this seminar, Mr. Prichard will consider leadership strategies for success in this ever-changing world. Following this, Dr. Kaschte and Mr. van Lubeeck will focus on the importance of using innovative technology such as machine learning and linked data to improve accessibility and discoverability of library collections and increase your library's online presence looking at examples of libraries around the world who are benefiting from this. An agenda can be found on our registration page linked below.

This meeting will provide an opportunity to broaden your professional networks and connect with initiatives happening outside of Thailand.

If you are interested and would like to attend the conference, please complete the registration form (<https://oc.lc/event-thailand>).

I hope you will be able to join us, and I look forward to seeing you in Bangkok!

Eric van Lubeeck
Vice President, Global Library Services
Managing Director, OCLC EMEA & APAC

2 เรียน อธิการบดี

ด้วย Online Computer Library Center (OCLC) ขอเรียนเชิญท่านเข้าร่วมการสัมมนา OCLC seminar in Bangkok 2023 ในวันที่ 27 ตุลาคม 2566 เวลา 10:00-13:00 น. ณ Ballroom AB, Hilton Millennium Hotel กรุงเทพฯ โดยสามารถลงทะเบียนได้ตาม QR Code ด้านล่าง ภายในวันที่ 20 ตุลาคม 2566 (รายละเอียดตามเอกสารแนบ)

จึงเรียนมาเพื่อโปรดพิจารณา



16 ตุลาคม 2566

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17.10.66

ลงชื่อ

(นายจักรกฤษณ์ เฟื่องปรานค์)

ผู้อำนวยการกองพัฒนาภาษาและกิจการต่างประเทศ

วันที่ 17 ตุลาคม 66

3 เรียน อธิการบดี

เรื่อง อนุมัติ

ลงชื่อ P.N

(ดร.พิสุทธิ์ อภิขยกุล)

รองอธิการบดีวิเทศสัมพันธ์และการถ่ายทอดเทคโนโลยี

วันที่ 17/10/66

วิจิตร

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17. 10. 66

รองศาสตราจารย์ ดร.ศรินทร์ทิพย์ แทนธานี
รักษาการแทนอธิการบดีมหาวิทยาลัยรัตนนคร

OCLC SEMINAR IN BANGKOK – AGENDA

If you would like to register for the event, please visit the [registration page](#).

Time	Agenda
10:00 – 10:05	<p>Welcome and introduction</p> <p><i>Shu-En Tsai, Executive Director, APAC, OCLC</i></p>
10:05 – 11:00	<p>Strategies for success in a changing world</p> <p><i>Skip Prichard, President and CEO, OCLC.</i></p> <p>Skip Prichard is the fifth President of OCLC since its founding in 1967. Mr. Prichard joined OCLC in 2013 after leading several multinational organizations that provide a variety of services and content to libraries around the world. He has led the transformation of OCLC into a global technology powerhouse. Thanks to strategic acquisitions, comprehensive infrastructure modernization, market expansion, and a focus on attracting top talent, today OCLC is the leading provider of software and services to libraries around the world – and the #1 “best place to work in IT” among mid-size technology companies in the world according to ComputerWorld.</p> <p>Mr. Prichard has shared his leadership expertise with others across four continents as a public speaker and is a member of the prestigious Speakers’ Roundtable. His bestselling book, <i>The Book of Mistakes: 9 Secrets to Creating a Successful Future</i>, has been translated into several languages. His perspectives have been featured on eminent media channels like BBC, Harvard Business Review, The New York Times, CBS, Fast Company, NBC, and CNN.</p>
11:00 – 11:25	<p>High quality data leads to quality services</p> <p><i>Dr. Axel Kaschte, Product Strategy Director, EMEA, OCLC.</i></p> <p>Today’s high-quality metadata is the foundation of tomorrow’s linked data approaches. With this high-quality data, we see less effort in describing research output and materials, improved discovery and delivery, and a better connection between all stakeholders, all leading to an enhanced knowledge creation circle. During this session, Dr. Kaschte will consider how the use of linked data can help with both global and local visibility of library resources, as well as looking at the role that Artificial Intelligence (AI) and machine learning can play.</p>
11:25 – 11:45	<p>Enhancing global visibility through collaboration and information management</p> <p><i>Eric van Lubeek, Vice President, Global Library Services and Managing Director, EMEA and APAC, OCLC.</i></p>



	<p>While improved metadata enhances the visibility of library resources, collaboration also has a big part to play. Throughout his presentation, Mr. van Lubeek will highlight examples of where collaboration among OCLC members has improved discoverability. He will also touch on the recent agreement between OCLC and Google to increase the access and discoverability of resources on the web, and how OCLC services can help libraries stay relevant to both their researchers and students.</p>
11:45 – 12:00	<p>Q&A and wrap up</p> <p><i>Moderated by Shu-En Tsai, Executive Director, APAC, OCLC.</i></p>
12:00 – 13:00	<p>Lunch and Networking</p>



(<https://www.oclc.org/en/home.html>)

OCLC seminar in Bangkok 2023

Date: Friday 27 October 2023

Time: 10:00 - 13:00 (ICT)

Location: Ballroom AB, Hilton Millennium Hotel

Complete the form to register for the event. You can register until Friday 20 October. Participation in this OCLC seminar is free. The [agenda \(/content/dam/oclc/Collateral/oclc-seminar-in-bangkok-agenda.pdf\)](/content/dam/oclc/Collateral/oclc-seminar-in-bangkok-agenda.pdf) for this seminar is now available to view.

After registration you will receive a confirmation email. This may take a few minutes. If you have any questions regarding your registration, please contact us at communications-apac@oclc.org (<mailto:communications-apac@oclc.org>).

Name *

First Name

Last Name

Email *

Confirm Email *

Country *

Organization *

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Job title *

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- Vegan
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- Lactose Intolerant
- Halal

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