

PROGRAM OF ACTIVITIES

DAY 1 | April 25

8:00 - 9:00 AM	Registration	
9:00 - 9:15 AM	Opening Ceremonies	
	Invocation	
	Welcome Remarks	
	Conference Mechanics/ House Rules	Dr. Fernan R. Dizon <i>Vice-President and Conference Chair</i>
9:15 - 10:00 AM	Keynote address: User Experience (UX) Matters!: Looking at Library Services from a User Perspective	Mr. Chito N. Angeles <i>PAARL President</i>
10:00 - 10:15 AM	Coffee Break	
10:00 - 11:45 AM	Keeping Users in Focus: A Longitudinal Literature Review on Library UX in Practice	Ms. Marian R. Eclevia Mr. Robert Vallente Mr. Jorge Bundalian <i>De La Salle University Libraries</i>
11:45 AM - 12:00 PM	Product Presentation	
12:00 - 1:00 PM	Lunch Break	
1:00 - 2:45 PM	When Visitors Turn to Volunteers: Exploring the Connection of User Experience and Volunteerism in a Local University	Ms. Rochelle S. Silverio <i>Pamantasan ng Lungsod ng Valenzuela Library</i>
2:45 - 3:00 PM	Product Presentation	
3:00 - 3:15 PM	Coffee Break	
3:15 - 5:00 PM	From Book Reader to Booklover: Understanding the Essence of Library Services from the Experiences of JRU Junior High School Students	Ms. Rosario C. Camarines <i>Jose Rizal University</i>
5:00 - 5:15 PM	Palawan City Tour Offering	LJ Adventours and Travel

DAY 2 | April 26

8:00 - 9:45 AM	The Use of Augmented reality (AR): Transforming the Way Library Orientation is done in an Academic Library	Ms. Sharon Maria S. Esposito-Betan Mr. Jonathan F. Santos <i>University of the Philippines, College of Engineering Library</i>
9:45 - 10:00 AM	Product Presentation	
10:00 - 10:15 AM	Coffee Break	

10:15 AM - 12:00 PM	Discovery Tool Usability Assessment: Basis for Improvements and Customizations	Dr. Fernan R. Dizon Mr. Ronald A. Mañucat Ms. Delia V. Razon <i>Asian Institute of Management</i>
12:00 - 1:00 PM	Lunch	
1:00 - 2:45 PM	First Impressions: The Importance of Managing How the Library is Perceived	Dr. Vernon D. Totanes <i>Rizal Library, Ateneo de Manila University</i>
2:45 - 3:00 PM	Product Presentation	
3:00 - 3:15 PM	Coffee Break	
3:15 - 5:00 PM	Above and Beyond: A Look at Library Spaces Past Regular Hours	Ms. Rizalyn V. Janio Mr. Arthur Bryan C. Mariano <i>University Library, University of the Philippines Diliman</i>
7:00 PM	Fellowship Dinner	(Theme to follow)

DAY 3 | April 27

8:00-9:45 AM	Reinventing Philippine Academic Libraries: The Users' Perspective	Ms. Ana Maria B. Fresnido Ms. Elizabeth B. Padilla Ms. Vivian C. Soriente <i>De La Salle University Libraries</i>
9:45 - 10:00 AM	Product Presentation	
10:00 - 10:15 AM	Coffee Break	
10:15 AM - 12:00 PM	Patterns of Information Seeking Behavior and Information Needs of faculty: Basis for Collection Development Enhancement	Mr. Melquiades I. Alipo-on <i>Olivarez College, Paranaque City</i>
12:00 - 12:15 PM	Distribution of Certificates Closing Remarks	Dr. Fernan R. Dizon <i>Vice-President and Conference Chair</i>

Mr. Melquiades I. Alipo-on
PAARL Auditor
Master of Ceremonies