



American Society of Information Science & Technology
Information Architecture Summit
Learning • Doing • Selling

The 2006 Information Architecture (IA) Summit is the premier gathering place for information architects. Everyone who touches on IA is welcome to share and learn. Last year's IA Summit attracted over 400 attendees, including beginners, experienced IAs and people in a range of related fields. This year we'll roll up our sleeves and tackle three key areas: Learning, Doing and Selling IA.

Learning IA: People new to IA, IA mentors, educators and researchers, as well as any IA looking to specialize in a new area of the field will be supported by sessions that focus on acquiring new IA knowledge. From introductions to IA, through evaluations of academic programs to research papers on the frontiers of IA, we plan to include them all.

Doing IA: Practicing IAs have so much to share! Tips and tricks, new ways to use old tools, IA methods, processes and deliverables, they are all welcome, as well as case studies and models or overviews of the field.

Selling IA: Whether it is by your colleagues, your manager or your client, at some point in your career you will be asked to explain the value of your IA work. This will be the topic of several sessions in our program, and we encourage people who have been on the receiving end of these explanations to attend the Summit too!

IA Summit '06 features keynote speeches by **Dr. David Weinberger** and **Peter Merholz**, two days of pre-conference sessions and 54 conference sessions ranging from practice to research.

Mark your calendars and register for the IA Summit '06 today!

Visit www.iasummit.org for more information.

EVENT INFORMATION

Dates: March 23 -27, 2006
City: Vancouver, British Columbia, Canada
Location: The Hyatt Regency Vancouver
Register: www.iasummit.org

KEYNOTE SPEAKERS

Opening plenary: Dr. David Weinberger, author of *Small Pieces Loosely Joined* and co-author of *The Cluetrain Manifesto*.

Closing Plenary: Peter Merholz, Director of Practice Development and a founding partner of Adaptive Path, a premier user experience design and strategy company. He is also President of the IA Institute for 2005-2006.

PRE-CONFERENCE SESSIONS

Thursday, March 23

Friday, March 24

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