**MEDIA CONFERENCE: Archives in a world of social media**

**International Council on Archives (ICA) Congress, 20–24 August**

***Sustainability, Identity and Trust***

**Brisbane Convention and Exhibition Centre**

Media are invited to attend the Opening Ceremony of the ICA Congress (8.30–9.20am) and the keynote presentation tackling the theme of *Sustainability* for Archives by:

**David Ferriero – Head Archivist for the United States of America**

**TOPIC: Archives in a world of social media**

**TUESDAY 21 August**

**9.20–10am (media conference 10am)**

**Brisbane Convention and Exhibition Centre, Great Hall 1 & 2**

**A media conference** with David Ferriero will follow his keynote address in the Great Hall, to be held at 10am, Mezzanine Concourse (near VIP Suite).

**Also attending** the media conference and available for interviews will be David Fricker,
Director-General, National Archives of Australia, the Hon Dr John Bannon, Chairman, National Archives of Australia Advisory Council, and Mr Martin Berendse, ICA President.

**You must register** your interest with Shaun Rohrlach, Director Communications and Programs, National Archives of Australia. Phone +61 434 664 621 or email shaun.rohrlach@naa.gov.au

**All keynote speakers are available for individual interview.** Arrange interviews through the National Archives media team.  A copy of the program and background information is available at ica2012.com.

**Social media**

Keep track of all Congress social media at:

* **Twitter – #ICA\_2012**
* **Facebook** – [www.facebook.com/naagovau](http://www.facebook.com/naagovau)
* **Flickr** – www.flickr.com/national-archives-of-australia
* **Storify** – [www.storify.com/naagovau](http://www.storify.com/naagovau)

**Media contact**

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**Bio Information** (see page 2)

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David S Ferriero was confirmed as 10th Archivist of the United States on 6 November 2009. At that time he expressed his view that the National Archives was at a ‘defining moment with regard to our existing electronic records, social media communications, and emerging technologies being used throughout government offices’.

Previously, he served as the Andrew W Mellon Director of the New York Public Libraries (NYPL). Among his responsibilities at the NYPL was the development of the library’s digital strategy that encompassed partnerships with Google and Microsoft, a website that reached more than 25 million unique users annually, and a digital library of more than 750,000 images that could be accessed free of charge by any user around the world.

 20 August 2012