

RAISING LIBRARY AND INFORMATION PROFESSIONAL VISIBILITY

BY
DATO' NAFISAH AHMAD
NATIONAL LIBRARY OF MALAYSIA



EVALUATION STUDY OF THE 2018 IFLA CONGRESS IN KUALA LUMPUR (MALAYSIA)

NET PROMOTER SCORE



PROMOTERS
9-10 RATING

58.9 %



PASSIVES
7-8 RATING

30.2%



DETRACTORS
0-6 RATING

11%

OVERALL :

47.9 %



OVERALL POSITIVE
JUDGEMENT

93.7 %

BEST ON-SITE SERVICE

1. Information Desk
2. Volunteers



MOST ATTENDED CONFERENCE PROGRAMME

1. Exhibition - 89.9%



2. Opening Session - 89.9%



3. Parallel Sessions – 82.6%



4. Social Events - 80.1%



TOP FACTORS ATTENDING IFLA CONFERENCE

NETWORKING OPPORTUNITIES

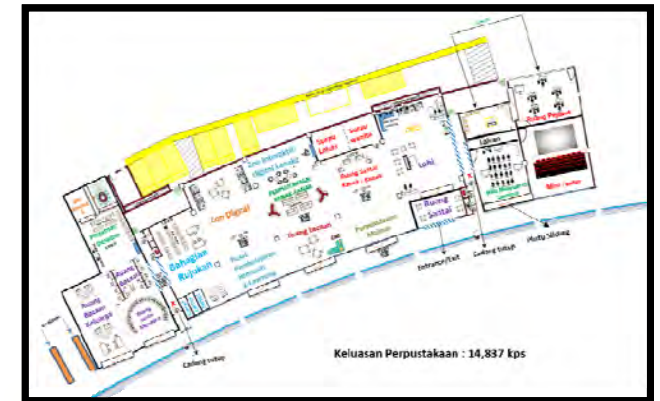
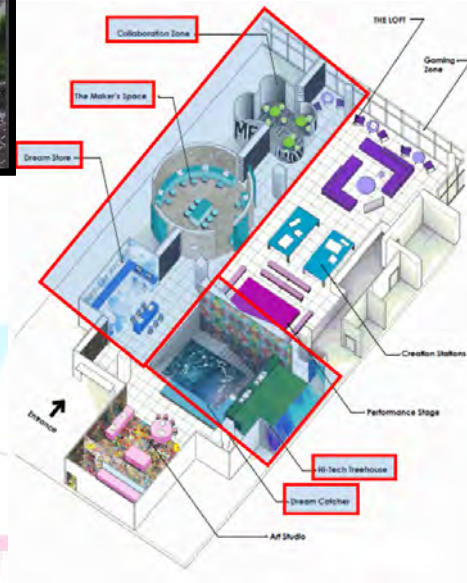
& PROFESSIONAL DEVELOPMENT



91.2%

LIBRARY DEVELOPMENT & SERVICES

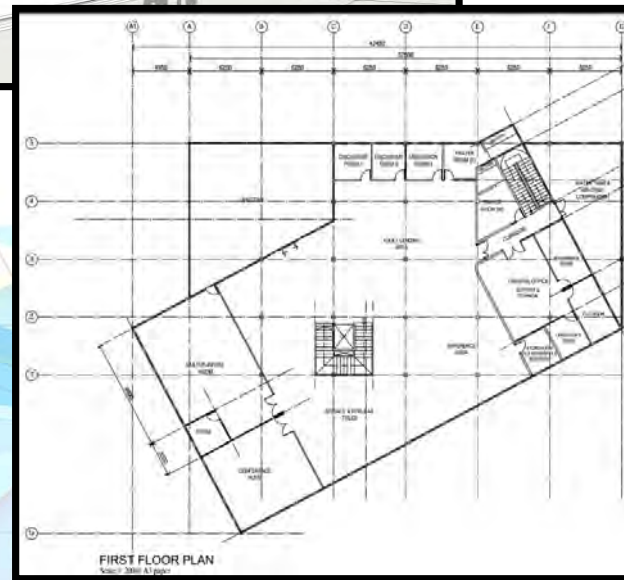
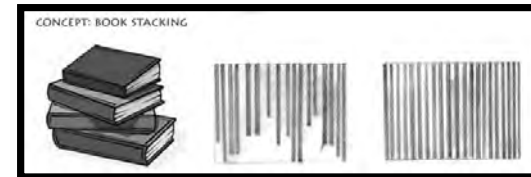
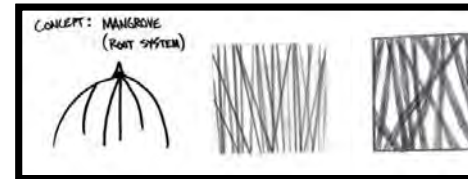
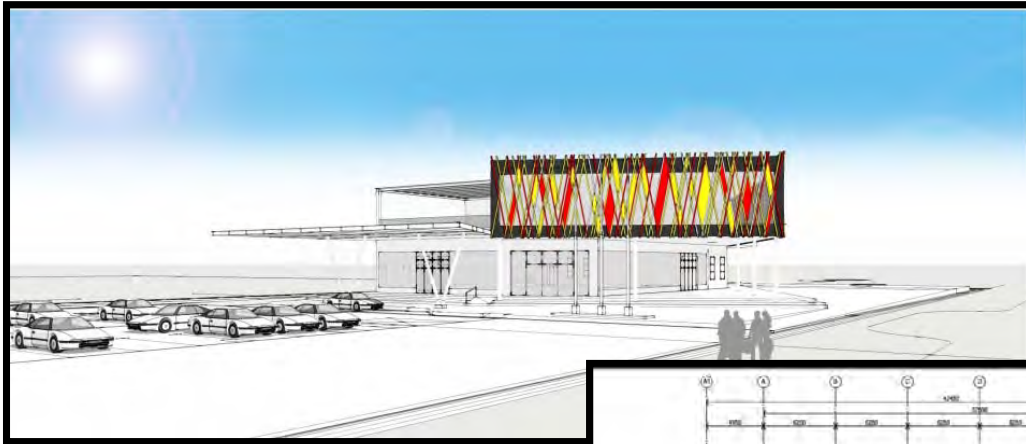
COMMUNITY LIBRARY @ RADIA



LIBRARY DEVELOPMENT & SERVICES

SABAH STATE LIBRARY

KINABATANGAN BRANCH



HUMAN RESOURCES

SPECIAL SESSION

POST- IFLA WLIC 2018



VOLUNTEERISM



**8th WORLD SUMMIT
ON ARTS & CULTURE
KUALA LUMPUR 2019**

11-14 March 2019

INTERNATIONAL RECOGNITION

KUALA LUMPUR

WORLD BOOK CAPITAL 2020

