

At your service : English for Information Professionals

- Termin :* 12. (Beginn: 09:30 Uhr) und 13. März 2009 (Ende gegen 16:00 Uhr)
- Ort :* Hertie School of Governance, Quartier 110, Friedrichstraße 180,
10117 Berlin
- Veranstalter :* Initiative Fortbildung für wissenschaftliche Spezialbibliotheken und
verwandte Einrichtungen e.V.

Unsere beruflichen Kontakte reichen zunehmend weit über nationale Grenzen hinaus. Wir sind Partner in internationalen Kooperationen und Netzwerken; wir haben Nutzer und Gäste, die aus dem Ausland zu uns kommen.

Maß bei allen Dingen, die wir tun, ist die Zufriedenheit des Kunden, das es ihm leicht und angenehm-Machen bei der Inanspruchnahme unserer Dienstleistungen. Dazu gehört auch, dass wir ihm im professionellen Dialog in seiner eigenen (beziehungsweise einer ihm vertrauten) Sprache begegnen.

Es ist uns gelungen, mit Lindsey Fairhurst eine Referentin zu gewinnen, die es uns selber „leicht und angenehm“ machen wird, unsere Kenntnisse in ihrer Muttersprache aufzufrischen und zu vertiefen – zum Wohle unserer Kunden!

Dieses inzwischen sehr begehrte Fortbildungsseminar findet in englischer Sprache statt :

This course is aimed at colleagues in Libraries/Information Centres who have to deal with an English-speaking public. Has your library become more accessible to the academic world and you need to practise your skills in coping with enquiries in person, on the phone or electronically? Activate your English and interact better with your users! Show what's special about your Library/Information Centre!

Contents:

You're welcome!

First steps in ice-breaking, introductions, small talk, typical social situations at home (when you are welcoming visitors) and abroad (when you are attending a function).

Introducing:

Yourself in more detail: your function within the organisation, your specific area of work, your special focus, the organisation (for use at “home” and “abroad”)

Your library's resources: Information desk, reading room, card catalogue, OPAC, the electronic library, acquisitions department, information and reference services, using online databases, central reception for enquiries – one-stop-agency/ front office.

Your user (for instance in a special library): non-public library; reference library and lending library to a highly-specific user group; reference material for long-term use.

How to help!

Helping the user to find the library:

Giving directions to the library (eg. from the mainline station, from the airport, from another institution in Berlin, by public transport, on foot, by bike, by car). Facilities for handicapped users (automatic doors).

Giving instructions about procedure to enter the building: registration at porter's lodge, identification, passport, visitor's identity card, security check and security in general e.g. use of mobiles, designated areas for use of mobiles, non-WLAN environment, use of own laptops, lockers, toilet facilities, cafeteria, all the **Do's and Don'ts** specific to this unique library.

Helping the user to use the resources:

Answering classical enquiries by phone or in writing, (also by e-mail) on using the facilities of the library or other areas of information and reference within the organisation; Internet, immediate loan, loan restrictions, overdue books.

Helping the non-user:

Giving clear and precise reasons why the user is not able to use the facilities of the organisation. Referral to other sources, which are accessible, library publications for general access, FAQs. How to cope with exceptions to the rule!

Help-on-the-line:

Practising skills (also for e-mails/letters) for ordering and cancelling books, obtaining licences for databases, subscriptions to journals, enquiries about accessing and using databases, complaints, including "Stalling the Caller" set phrases. Conducting reference types of interview: online chat, in person, by e-mail.

Helping the user to help himself/herself

Referring to the homepage, opening times, flyers and pamphlets on layout and site map (Wegweiser in English), Hotline (in English), description of the library, description of the architect/architecture (web site?), artist – where applicable ...

- Trainerin : **Lindsey Fairhurst**
Johann Christian Senckenberg Universitätsbibliothek,
Frankfurt am Main
- Kostenbeitrag : early bird-Tarif (bei **Anmeldung bis 13. Februar 2009**) EURO 95,--;
danach: EURO 120,--
- Teilnehmer : begrenzt auf 15 Personen. **Die Bereitschaft für Rollenspiele wird vorausgesetzt**
- Unterkünfte : sind bitte selbst zu buchen, z.B. über www.hrs.de
- Anmeldung : bei Evelin Morgenstern – Initiative Fortbildung ... e.V. –
E-Mail : morgenstern@initiativefortbildung.de
www.initiativefortbildung.de