

## **Not a Time to Blink: Leading in Changing Times**

*Termin :* 15. Mai 2009 (Beginn: 10:00 Uhr – Ende gegen 16:30 Uhr)

*Ort :* Presse- und Informationsamt der Bundesregierung;  
Dorotheenstraße 84; Raum A 4.019 im 4. Stock; 10117 Berlin

*Veranstalter :* Initiative Fortbildung für wissenschaftliche Spezialbibliotheken  
und verwandte Einrichtungen e.V.

***! Mit freundlicher Unterstützung der Checkpoint Charlie Stiftung, Berlin !***

Der John Jacob Astor Award in Library and Information Science wird 2009 zum siebenten Mal durch die Checkpoint Charlie Stiftung in Berlin vergeben. Die „Initiative Fortbildung ... e.V.“, die hier Kooperationspartnerin ist, freut sich außerordentlich, in diesem Zusammenhang zu einem Workshop mit **Cindy Hill**, der diesjährigen Preisträgerin, einladen zu können.

Die Veranstaltung findet in amerikanischer Sprache statt, entsprechend werden ihre Inhalte skizziert:

The recent dramatic and downward turn of the global economy presents new challenges to information managers as many face multiple challenges: The financial landscape is uncertain, changes are occurring in leadership, baby boomers are leaving the workforce to make way for millennials, Web 2.0 and 3.0 technologies are changing user interactions, and publishing models are evolving – and all are becoming the new norms – for 2009.

Librarians and information professionals are reviewing their visions and mission statements and key initiatives to ensure they are providing core, essential services and resources that accurately reflect the key objectives of their parent organization.

As Isaac Asimov said, “the only constant is change”. We continue to live in rapidly changing times and yet being prepared for change can sometimes elude and overwhelm us. Information functions and libraries are more than ever finding themselves in the whirlwind of change.

Please join **Cindy Hill**, Vice President Information Management Service from Outsell, the leading research and advisory firm for the information industry, to a seminar examining the factors of change during turbulent times. Cindy leads all aspects of Outsell’s Enterprise Information Management Services. She serves as an executive-level advisor and consultant to clients on issues such as state-of-the-art information management and services; integrating internal and external content; and Web 2.0 technologies. She leads the team that researches, analyzes, and writes about information professionals, enterprise information management best practices, and user needs.

She will share with you how best to prepare and manage for change as well as explore some of the technological and social drivers of change in library and information management functions. Also included will be data from Outsell’s November 2008 User Needs Study which surveyed nearly 6,000 knowledge workers on their information needs and preferences.

You will benefit from Outsell’s knowledge and experience in the library and information management realm, proprietary research about library functions and knowledge workers, and the experiences of your peers in this interactive presentation.

“If you don’t create change, change will create you!” ~ Anonymous

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Kostenbeitrag: EURO 45,--

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