

Service with a Smile : English for Information Professionals

- Termin :* 21. (Beginn: 10:00 Uhr) und 22. (Ende gegen 16:30 Uhr) Januar 2010
- Ort :* Presse- und Informationsamt der Bundesregierung, Dorotheenstraße 84, 10117 Berlin, Raum A 4,019 im 4. Stock
- 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 aller Dinge, 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, der großen Nachfrage zu entsprechen und erneut Lindsey Fairhurst als Referentin zu gewinnen. Sie wird es uns ihrerseits „leicht und angenehm“ machen, unsere Kenntnisse in ihrer Muttersprache aufzufrischen und zu vertiefen – zum Wohle unserer Kunden!

Dieses 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 telephone skills e.g. enquiries about accessing and using databases, complaints, including "Stalling the Caller" set phrases. Conducting reference types of interview: online chat or in person. Some aspects of writing mails will be dealt with

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
- Kostenbeitrag : early bird-Tarif (bei **Anmeldung bis 29. Dezember 2009**) EURO 95,-; danach: EURO 125,-
- Teilnehmer : begrenzt auf 15 Personen. **Die Bereitschaft für Rollenspiele wird vorausgesetzt**
- Unterkünfte : sind bitte selbst zu buchen, z.B. über www.hrs.de
- Anmeldung : **mit Angabe der Rechnungsadresse** bei Evelin Morgenstern – Initiative Fortbildung ... e.V. – E-Mail : morgenstern@initiativefortbildung.de
www.initiativefortbildung.de
Anmeldeschluss: 12. Januar 2010