

From Information Pro to Information Hero - Skills for the Info Pro of 2015

Termin : 26. u. 27. November 2012

Ort : Berlin – 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.

In the age of Big Data and tiny Tweets, many people view information as a commodity. Information professionals hear their users saying “If I can't find it on Google, I probably don't need it.” The challenge for today's info pros is keeping ahead of the information curve – knowing how to use new information resources most effectively, provide analysis and value on top of “mere” information, and become key strategic resources within their organizations.

This two-day workshop covers the wide range of skill sets required of information professionals today... and a year from now. The first day will include an update on Google's search features and a fresh look at cost-effective research on both the web and fee-based online services. The second day will focus on enhancing info pros' research services and adding value for users.

This workshop will equip information professionals, librarians and other knowledge workers with the tools to provide a higher level of service and to become information assets within their organizations.

It is presented by **Mary Ellen Bates**, owner of Bates Information Services (BatesInfo.com) since 1991. She has been honored with the Checkpoint Charlie Foundation's John Jacob Astor Award in 2005. She is a frequent keynote speaker, and she provides strategic business intelligence to business clients around the world.

Programme

November 26, 2012 (noon – 06:00pm) : **Resetting Your Search Skills**

* *Where Is Your Search Foundation?* – Many info pros do not think much about the reference interview, that is, the initial conversation that the client has with an information professional. This interaction is what you will base your research on; in this session, you will be able to think completely differently about the reference interview, and see it as a powerful tool for adding value.

* *Does Information Want to be Free?* – No info pro has unlimited resources, and many information centers and libraries have been forced to reduce their spending on information resources. This session will look at how to choose the most appropriate resource, when to pay for information resources, and how to search cost-effectively.

* *Google Today: What's New, What's Gone* – The Google of 2012 looks nothing like the Google of five years ago. Now, searchers have to contend with many hidden “enhancements” that can profoundly affect search results. This session will cover what to watch out for, what you can do to de-personalize your Google searches, and what new features Google offers.

November 27, 2012 (09:30am - 04:30pm) : **Enhancing Value and Service**

* *Top Tips And Hidden Tools of the Major Search Engines* – Are you using the leading search engines to their best advantage? Are you missing any of the hidden resources of the search engines? The tips and tools in this session will enable info pros to search in new ways to create more value for their users.

* *Info Pros and the Social Web* – Info pros are called upon to lead the way in discovering how the social / collaborative web can best be used in finding, analyzing and distributing information. This session looks at how info pros can make the best use of the collaborative web in both research and professional development.

* *From Information to Insight* – It's no longer enough to efficiently and cost-effectively find the best information. Now we also have to add value to our research products, and develop the services that our clients can't find elsewhere and can't imagine living without. This session offers tools and techniques for adding value to your information services.

* *Marketing For the Non-Marketer* – Marketing may not be in your job description, but it's a critical part of everyone's job; how else can your clients learn about your resources and services? This session includes techniques for raising the profile of your information center and yourself, as well as tools for communicating your value most effectively.

Referentin : **Mary Ellen Bates**, Bates Information Services Inc.
mbates@BatesInfo.com
www.BatesInfo.com
www.LibrarianOfFortune.com

Teilnehmerplätze : max. 40

Kostenbeitrag : EURO 155,-- (early bird-Tarif bei Anmeldung bis zum 29. Oktober 2012);
danach: EURO 180,--

Anmeldung : **mit Angabe der Rechnungsadresse** bei Evelin Morgenstern – Initiative
Fortbildung ... e.V. – E-Mail : morgenstern@initiativefortbildung.de
www.initiativefortbildung.de

Anmeldeschluss : 12. November 2012