

Information Transformation: what will be the next role information professionals play?

<i>Termin :</i>	25. u. 26. September 2014
<i>Ort :</i>	Presse- und Informationsamt der Bundesregierung, Dorotheenstraße 84, Raum A 4.019 im 4. Stock, 10117 Berlin
<i>Veranstalter :</i>	Initiative Fortbildung für wissenschaftliche Spezialbibliotheken und verwandte Einrichtungen e.V.

Today, there are more than 1 billion active Facebook users – one in seven people on earth is on Facebook. As social media become the first place people go for information, what will be the *next* role information professionals play? How have the informational needs of organisations changed, and how can info pros respond to the new infosphere?

This two-day workshop covers the skills that information professionals need today in order to make the most strategic use of all of the information resources available. The first day will focus on the new search environment and the impact on info pros of recent developments in the search engine world. The second day will delve into the tools necessary for info pros to thrive in challenging times: finding (and creating) more strategic information, adding perspective and context, and communicating the added value info pros provide.

This workshop will equip information professionals, librarians and other knowledge workers with the tools to provide a more strategic level of service and to continue to serve as information assets within their organizations.

Programme

25 September 2014 : 12:00 – 06:00pm (Coffee/tea break 2:30-3:00pm)

Search and Research in 2014

* *The Current State of Search* – Search engines and other web discovery tools are built and optimized for the “average” searcher. This session will cover what information professionals need to know about today’s search environment and how current trends in search affect their search strategies.

* *Google Today: What’s New, What’s Gone* – “Just google it” has become the default answer to any question. This session will look at how Google has changed over the past year and what those changes mean for info pros’ search behaviour.

* *Top Tips And Hidden Tools of the Major Search Engines* – Search engines keep their power search tools hidden from their start screens, since most users never need to do more than type in a word or two in order to find what they want. This session will show info pros how to tap into the hidden features and discovery tools of Google and Bing in order to uncover information their clients can’t find.

* *Privacy, the Filter Bubble, and Info Pros* – There is no such thing as a “neutral” Google search; every query is modified behind the scenes based on over 200 factors. This session

will examine the impact that search engines' hidden filtering has on professional searchers and best practices for managing these impacts.

26 September, 2014 : 09:30am - 04:30pm (Coffee/tea break 11:00-11:15am, lunch 12:30-01:15, break from 02:45-03:15pm)

From Search Into Insight

* *Mining the Deep Web* – Estimates are that 99% of the information on the web never gets discovered by search engines. This session will provide info pros with tools and strategies for tapping into the hidden information that search engines will never find and many users don't even know exists.

* *Moving Beyond Text to Multimedia* – The online world has shifted from words on a screen to photos, maps, videos, audio and other multimedia formats. This session will address how info pros can use multimedia finding tools for research and analysis.

* *Using Social Media For Insight* – Even the most social media-averse info pro can use social networks to glean insights and discover new resources. This session will look at the most effective approaches for searching the social web without risking one's own privacy.

* *Information Alchemy* – Info pros are looking beyond information retrieval and organization to providing strategic analysis and insights to their clients. Gulp! This session will provide practical and simple approaches for info pros to add intelligence to information and clearly differentiate themselves as Insight Experts.

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

Teilnehmerplätze : max. 40

Kostenbeitrag : EURO 155,-- (early bird-Tarif bei Anmeldung bis zum 29. August 2014);
danach: EURO 180,--

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

Anmeldeschluss : 16. September 2014

Mary Ellen Bates is the founder and owner of Bates Information Services (BatesInfo.com) since 1991. She is widely known as one of the world's leading business researchers. Mary Ellen has written hundreds of articles and white papers, conducted hundreds of speaking engagements related to research, and has provided expert comment on research topics and more. She also routinely conducts workshops and training programs on various aspects of online and Internet research. Mary Ellen Bates has been honoured with the Checkpoint Charlie Foundation's John Jacob Astor Award in 2005.