

**Library Lecture 2016:**

**Putting a Price on Insight: Finding, Measuring & Communicating the Value of Information Services**

**Termin:** 21. September 2016 (14:00-17:00 Uhr)

**Ort:** Technische Universität Berlin – Adressen- und Raumangaben folgen

**Veranstalter** Die Bibliothek Wirtschaft & Management/TU Berlin in Kooperation mit der Initiative Fortbildung für wissenschaftliche Spezialbibliotheken und verwandte Einrichtungen e.V.

Dank der Unterstützung durch die Checkpoint Charlie Stiftung, Berlin, können wir auch in diesem Jahr zu einer „Library Lecture“ einladen. Sie wird – mit diesen Inhalten - bestritten von **Mary Ellen Bates**, Bates Information Service Inc:

**“While information professionals recognize the value we bring to our organizations, it can be challenging to articulate that value in ways that are understood by management. In this three-hour lecture, Mary Ellen Bates will provide techniques and tools for identifying the key metrics for calculating the strategic value of information services and effectively communicating that message.”**

**Kostenbeitrag:** EURO 40,-- (Studierende: EURO 20,-- ) – kostenfrei für registrierte Teilnehmer an der Veranstaltung „Raising the Bar“, 22. und 23. September d.J., Berlin

**Anmeldung:** mit Angabe der Rechnungsadresse bei Evelin Morgenstern – [morgenstern@initiativefortbildung.de](mailto:morgenstern@initiativefortbildung.de)

**Anmeldeschluss:** 10. September 2016

**Mary Ellen Bates, principal of Bates Information Services, has been an information industry leader for two decades. She brings fresh perspectives and insights on the challenges faced by librarians and information professionals, and an effective and engaging teaching style to her workshops. Mary Ellen's business supports strategic decision-makers with business research and analysis; she also provides consulting services to both librarians and information companies.**

**Mary Ellen is a frequent contributor to the information field, having written seven books and innumerable articles on all aspects of online research and librarianship. She has keynoted in conferences around the world, is notorious to conference organizers for creating standing-room-only crowds in her sessions, and consistently gets feedback like “excellent speaker -- exciting, knowledgeable and relevant”.**

**Mary Ellen is a leader in the information field, having served on the board of the Special Libraries Association and twice as president of the Association of Independent Information Professionals. She has received numerous awards for her contributions to the field of librarianship, including the John Jacob Astor Award in Library and Information Science, the SLA Professional Award, and the AIIP Sue Rugge Award for mentoring. Mary Ellen received her Master's in Library & Information Science in 1982 from the University of California Berkeley, and worked in special libraries for over a decade before founding Bates Information Services in 1991. Her company is based in Colorado, USA. More information can be found at [www.BatesInfo.com](http://www.BatesInfo.com)**