

## **Knowledge Management as an Evolution of Traditional Librarianship**

*Termin:* 11. Mai 2012, 09:00 – 16:00 Uhr

*Ort:* Zentral- und Landesbibliothek Berlin, Breite Straße 35, 10178 Berlin, Berlin-Saal, 2. OG

*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 2012 zum zehnten Mal durch die Checkpoint Charlie Stiftung in Berlin vergeben. Die „Initiative Fortbildung ... e.V.“ - sie ist hier Kooperationspartnerin - freut sich außerordentlich, in diesem Zusammenhang zu einem Workshop mit Steven A. Lastres, Director of Library and Knowledge Management, Debevoise & Plimpton LLP, New York, einladen zu können. Er ist unser diesjähriger Preisträger.

Der Workshop (seine Inhalte beziehen sich selbstverständlich nicht nur auf „law firms“) findet in amerikanischer Sprache statt, entsprechend erfolgt seine Ankündigung:

The difficult economic conditions are having seismic effects on organizations and the professionals they employ. Librarians/information specialists must adapt to new ways of thinking about the information over which they are stewards. This opening address will illustrate how librarians/information specialists can re-engineer their knowledge-sharing environments, effectively positioning the library as a true strategic knowledge resource – increasing the organization’s ability to effectively take action, compete and survive.

As Knowledge Management (KM) becomes more ingrained in organizations as a competitive response to the global economy, librarians will be forced to redefine themselves as KM managers – creating value for the organization through a better understanding of the business and research needs of the users they support. KM, as an evolution of traditional librarianship, means identifying business opportunities for your organization. These opportunities result in helping your users become more efficient and effective at gathering the information and know-how they need to be successful. As a result, the library as a service becomes an indispensable strategic asset to the organization.

### ***Why Librarians/Information Specialists should lead Knowledge Management within their Organizations***

This interactive session will highlight KM initiatives in which librarians learn about the core competencies required to take on expanded roles – specifically focused on:

- Librarians' roles as project manager in the creation and deployment of knowledge communities
- Joint efforts with other administrative departments within the organization to launch KM initiatives and help with business development and competitive intelligence efforts
- How librarians can lead the effort to manage digital content on intranets/portals – creating virtual communities of research materials relevant to specific groups within the organization
- Creation of the taxonomical structures required to drive indexing of portal content for easier search and retrieval

### ***Learning to Conduct a Knowledge Audit***

Participants will learn how to conduct a knowledge audit which is distinguished from an information audit that many librarians/information specialists are familiar with. Learn about the different types of knowledge, different strategies for different knowledge types and building knowledge maps.

### ***Creating an Optimal KM Value Strategy***

A sound KM strategy is essential to success. Whether you are just starting a KM program or you've been at it for years, you'll take away insight into how to formulate or refresh your KM strategy to optimal levels, and learn about what works and does not work. Attendees will participate in a KM strategy exercise.

### ***How To Start Up a KM Initiative and Identify and Engage KM Sponsorship to Support Your KM Initiatives***

Learn how to create a successful road map to embark upon a KM initiative and to secure organizational sponsorship which is crucial to a successful outcome.

Referent: **Steven A. Lastres, JD, MLS**, Director of Library & Knowledge Management, Debevoise & Plimpton LLP, New York, NY

Kostenbeitrag: EURO 50,-- (early bird-Tarif bei Anmeldung bis zum **03. April 2012**), danach: EURO 80,--

Anmeldung: **mit Angabe der Rechnungsadresse** bei Evelin Morgenstern – Initiative Fortbildung ... e.V. – c/o ZLB – [morgenstern@initiativefortbildung.de](mailto:morgenstern@initiativefortbildung.de) – bis zum **30. April 2012** [www.initiativefortbildung.de](http://www.initiativefortbildung.de)

Steve Lastres is Director of Library & Knowledge Resources for Debevoise & Plimpton LLP ([www.debevoise.com](http://www.debevoise.com)). He manages the firm's information and knowledge management initiatives. Steve received a J.D. degree from New York Law School in 2003 where he received the Daniel Finkelstein Writing Award. He is a member of the Bars of New Jersey and New York. He received a Masters in Library Science with a Distinguished Achievement Award in Information and Library Science from Pratt Institute in 1996, and a undergraduate degree in Business Administration from Pace University. Steve is active professionally having served as President of the Law Library Association of Greater NY (LLAGNY) and is currently the Chair of the Private Law Libraries Special Interest Section (PLL SIS). He has recently spoken at AALL, ARK, and ILTA on Repositioning the Library at the Center of Strategic KM; How to Increase the Use of KM Tools; Collection Development in the Age of the Virtual Law Firm Library and KM as an Evolution of Traditional Librarianship. Steve can be found on Twitter: @lastrst, and @privatelawLibs and LinkedIn: <http://www.linkedin.com/in/salastres>