

## **Re-Tooling our Profession: New Skills for Today's Info Pro**

- Termin :** 02. und 03. Dezember 2010
- 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.

The information landscape has changed dramatically from just a few years ago. As we encounter a new generation of workers who were born at the same time as the Web, it is critical that we info pros adjust our roles within our organizations. To ensure that libraries and info pros continue to be seen as valuable assets by the generation who has grown up with Google, we are – or can be – strategic contributors to our organization, focusing on providing not just information but insight and analysis. 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.

This workshop is presented by Mary Ellen Bates, owner of Bates Information Services (BatesInfo.com) since 1991. She was honored with the John Jacob Astor Award in LIS in 2005 – a distinction which is given every year by the Checkpoint Charlie Foundation in cooperation with the “Initiative Fortbildung ... e.V.” She is a frequent keynote speaker, and she provides strategic business intelligence to business clients around the world.

### **Schedule**

#### **December 2, 2010 (01:00 – 06:00pm) : **Building Strategic Skills****

\* *From Reference Question to Information Asset* -- This session looks at how to communicate with clients effectively – expanding their expectations, learning how you can add value for each one, and finding opportunities to promote the information center.

\* *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.

#### **December 3, 2010 (09:30am - 04:30pm) : **Strategic Searching****

\* *Getting More from the Major Search Engines* -- There is far more available than what you see on a search engine's main page. This session covers the undocumented and hidden power search tools in Google and Yahoo.

\* *Power Tools for Web Search: When Google Isn't Enough* -- This session will look at a range of search tools that handle some types of questions far better than Google does.

\* *Creating Groupies: How to Add Value, Make Yourself Irreplaceable and Beat the Pants Off Google* – Learn cost-effective and efficient ways to add value to your research results and make the information far more useful. This session will provide tools and strategies to help you achieve a higher level of information service and to clearly demonstrate the additional value you bring to your organization.

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Kostenbeitrag : EURO 145,-- (early bird-Tarif bei Anmeldung bis zum 22. Oktober 2010);  
danach: EURO 175,--

Anmeldung : **mit Angabe der Rechnungsadresse** bei Evelin Morgenstern – Initiative  
Fortbildung ... e.V. – E-Mail : [morgenstern@initiativefortbildung.de](mailto:morgenstern@initiativefortbildung.de)

Anmeldeschluss : 23. November 2010