

## **Raising the Bar: New Librarian Skills for Today's World**

*Termin :* 22. u. 23. September 2016

*Ort :* 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.

### **Zur Library Lecture am 21. September siehe am Ende dieser Ausschreibung!**

Information professionals find themselves in a world in which the idea of “search” feels quaint. Our smartphones not only know what meetings we have today but how long it will take to get there and when we should leave in order to arrive on time. Info pros must ensure their skills are relevant in today's information-saturated world; they must be able to find better information and make it more valuable to their clients, or they risk becoming irrelevant to their organisation.

This two-day workshop covers the new skills that information professionals need in order to make the most strategic use of all the information resources available and to thrive in an age of information overload. The first day will focus on the best practices and approaches for digging deeper, searching more effectively, and using the less-traditional online resources such as the deep web and social media. The second day will delve into the tools necessary for info pros to succeed in 2017 and beyond: building a more nuanced evaluation of information sources, creating more strategic information, understanding clients better and communicating the value of info pros effectively.

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***

#### **September 22, 2016 : 12:00 – 06:00pm (Coffee/tea break 2:30-3:00pm)**

##### ***Google and Beyond: Mining web resources for insight***

\* *Top Google Tips & Hidden Tools* – Search engines are optimised for the “average” searcher. This session will provide tricks, techniques and strategies to tap into Google's hidden features and discovery tools in order to uncover information your clients can't find.

\* *Top Ten Alternatives to Google* – Although most of us default to Google as a search engine, to rely solely on Google is to risk missing critical information. This session looks at the 10 best alternatives to Google as general-purpose search tools.

\* *Searching the Deep Web* – Much of the most valuable information on the web never shows up in a search engine results page. This session will look at how to find and mine the rich content that, while available to all, is hidden from view.

\* *Harvesting Information From Social Media* – Social media networks have become the new Internet of 2016, and social networks are gold mines of useful intelligence. This session provides skills to effectively mine social media while protecting your privacy.

**September 23, 2016 : 09:30am – 04:30pm (Coffee/tea break 11:00-11:30 am, lunch 12:30**

**-01:15 pm, coffee/tea break 02:45-0315 pm)**

### ***Raising the Bar: New Info Pro Skills for Today's World***

\* *Evaluating Information Quality* – In a world of viral information, a sceptical eye is more important than ever. This session will cover the new information evaluation skills required for social media, crowdsourcing, and information verification.

\* *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.

\* *Learning What You Don't Know You Don't Know* –Info pros need to understand who they are “competing” with internally to provide high-end information services. This session will cover how you can find out what your clients *really* want today, so you can provide services they need, value, and will give you budget for.

\* *Embracing ROI* – Info pros have been challenged to demonstrate the Return on Investment for information services. Mary Ellen has developed a strategy for calculating the tangible savings an organization can realize with high-value information services and communicating that savings in ways executives can understand.

Referentin : **Mary Ellen Bates**  
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Teilnehmerplätze : max. 40

Kostenbeitrag : EURO 155,-- (early bird-Tarif bei Anmeldung bis zum 11. August 2016);  
danach: EURO 180,--

Anmeldung : mit Angabe der Rechnungsadresse (u. e. eventuellen Mitgliedsnummer)  
bei :  
Evelin Morgenstern – Initiative Fortbildung ... e.V. – E-Mail :  
[morgenstern@initiativefortbildung.de](mailto:morgenstern@initiativefortbildung.de)  
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Anmeldeschluss : 12. September 2016

**Wir machen darauf aufmerksam, dass Mary Ellen am Mittwoch, dem 21. September d.J. (14:00 bis 17:00 Uhr), an der TU Berlin (Raum wird noch bekanntgegeben) die Library Lecture 2016 bestreiten wird:**

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

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.

Dank der Unterstützung durch die Checkpoint Charlie Stiftung, Berlin, sind wir in der Lage, den registrierten Teilnehmerinnen und Teilnehmern von "Raising the Bar" hier einen Freiplatz anbieten zu können. Eine Anmeldung (Adresse s. oben) ist jedoch erforderlich.

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 AIPP Sue Ruge 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).