

Info Pros in 2023 and Beyond: Addressing New Needs in a Changing World

Termin: 15. (11:00 - 17:00 Uhr) und 16. Juni 2023 (09:30 -16:30 Uhr)

Ort: AlliiertenMuseum, Clayallee 135, 14195 Berlin
Der Raum wird ausgeschildert sein.

Veranstalter: Initiative Fortbildung für wissenschaftliche Spezialbibliotheken und verwandte Einrichtungen e.V.

Information professionals are entering a new information landscape. The impacts of COVID-19 continue to be felt, driving the need for agility and value-focused information services. On top of that, artificial intelligence roils the information landscape and information professionals are becoming involved in text and data mining initiatives and supporting data scientists within their organizations.

In this two-day professional development seminar, Mary Ellen Bates will offer new approaches to getting more insight from web-based research, and for getting greater value and insight from digital information resources. She will look ahead at the big trends facing information professionals and will offer tools for addressing the new information needs that they face in 2023 and beyond.

Programme

15. Juni, 2023 : 11:00 – 17:00 (lunch 12:30-13:30; coffee/tea break 15:00-15:30)

Building New Expertise in Research and Information Services

11:00-12:30

Thinking Differently About Search

Today, online researchers need new approaches and techniques to cut through the commercial noise and find reliable information. Mary Ellen will offer ways to approach search differently today and new approaches to addressing the seemingly impossible questions.

13:30-15:00

Getting More from Web Research

With search engines adding, altering, and removing functionality on a regular basis, it's difficult to keep up. This session will look at recent developments in web search engines that affect how, why, and where to search to get the best results. Mary Ellen will also offer a searcher perspective on uses for generative AI such as ChatGPT.

15:30-17:00

Distilling Info into Insight

In a world where the digital assistants on our mobile devices can tell us today's news or tomorrow's weather, info pros need to provide more than just the results of their research. In this session, Mary Ellen will offer approaches to efficiently and creatively distil the information into a more insightful and value-added deliverable, and what to do when the answer just isn't out there.

17:00 End of DAY 1

16. Juni, 2023 : 09:30 – 16:30 (coffee/tea break 10:30-11:00; lunch 12:30-13:30; coffee/tea break 15:00-15:30)

Information Management in a New Era: New Roles, New Responsibilities

09:30-10:30

Making Yourself Irreplaceable: Re-discovering the greatest value of your library

We have all gone through a year where the rules about "we never do this" or "we always do that" have been thrown out, so you have an opportunity to re-define what the library's roles are and

what information services look like today. This session will give you the tools for conducting "reality check conversations" with your users, to learn where your highest value is *now* and how to effectively communicate that value so that the information centre is seen as irreplaceable.

11:00-12:30

Successful Info Pros in a Data-Driven Enterprise

In an increasingly complex and interconnected information environment, supporting and collaborating with data scientists and researchers requires a different approach and skill set than "traditional" library services. Mary Ellen has interviewed a number of info pros to learn the best practices and biggest challenges to building the value of an information centre in a data-driven enterprise.

13:30-15:00

Expanding the Library Walls: Finding new ways to identify the impact and ROI of your library

Info pros are finding new ways to be involved in the organization's most important activities and to increase the value proposition and impact of information services. This session will look at how analytics and bibliometrics can help info pros expand their offerings beyond traditional library services, create products that become essential, and that convey their value more effectively.

15:30-16:30

SWOT for Search Professionals

The field of online search has changed dramatically over the past few years. This session will take a fresh look at where search professionals can make the biggest impact and most effectively address the challenges to our profession, based on all the material covered during these two days we spent together.

Referentin: **Mary Ellen Bates**, Bates Information Services Inc, mbates@BatesInfo.com

Teilnehmerplätze: max. 45

Kostenbeitrag: EURO 190,--

Anmeldung: mit Angabe der Rechnungsadresse (Online-Versand) bei: Evelin Morgenstern - morgenstern@initiativefortbildung.de - www.initiativefortbildung.de

Anmeldeschluss : **09. Juni 2023**

Wir erstellen eine Liste der Teilnehmenden. Wer dort nicht erscheinen möchte, müsste uns das bitte zeitgleich mit der Anmeldung wissen lassen.

Mary Ellen Bates is the founder and owner of Bates Information Services Inc since 1991. She is widely recognised for her business research and analysis skills. Mary Ellen has written hundreds of articles and white papers, given hundreds of presentations and keynotes around the world about information and research, and has provided expert commentary on the information industry. She also regularly conducts workshops and training programmes 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, and has been recognised by the Special Libraries Association and the Association of Independent Information Professionals for her contributions.