2020 Vision: Info Pro Skills for a New Decade

Termin: **09.** (11:00 - 17:00 Uhr) und **10. Mai 2019** (09:30 - 16:30 Uhr)

Ort: Presse- und Besucherzentrum des Bundespresseamts, Reichstagsufer 14,
10117 Berlin, **Raum 4**

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

As artificial intelligence roils the information landscape and our homes become increasingly "smart", information professionals are called upon to do more than 'merely' provide high-quality research services. In this two-day professional development seminar, Mary Ellen Bates will offer new approaches to getting more from the web and social media, 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 competitive threats that libraries and information centres will face in 2020.

Programme

May 9, 2019 : 11:00am – 06:00pm (lunch 12:30-13:30 pm; coffee/tea break 3-3:30 pm)

SEARCH SKILLS FOR TODAY'S INFO PROS

Inside a Searcher's Mind: Bringing the Detective to the Search
There is more to searching than just selecting the right resource and composing a well-designed Boolean query. Mary Ellen will offer strategies for re-thinking the approaches to take and resources to use for today's information needs, with an emphasis on new ways to add value and new approaches to solving clients' information needs.

What's New with Google: Tips and Tools for Today's Google
Now that Google is not only a search engine but an entire info-ecosystem, how can information professionals make the best use of Google's discovery tools? Mary Ellen will cover the Google properties that can be used to answer factual inquiries, evaluate sources, dig deeper into a subject, and find the hidden gems within the web.

Searching the Deep Web / Grey Literature
Grey literature – reports, studies and other material not found in traditional published sources – and deep web content represent information resources that clients often cannot find themselves and that require different strategies to retrieve. Mary Ellen will offer strategies for finding the hidden resources that don't turn up in a Google search or in traditional fee-based online services.

Gleaning Insight from Social Media
Social media networks are both quagmires of misinformation and gold mines of useful intelligence. While clients seldom specifically request social media research, the information found in social networks can yield insights not available elsewhere. Mary Ellen provides strategic approaches and search tools to effectively mine and monitor social media while safeguarding privacy.

**May 10, 2019 : 9:30am – 4:30 pm (coffee/tea break 10:30-11:00am; lunch 12:30-13:30pm;
coffee/tea break   3:00-3:30pm)**

THRIVING IN THE NEW INFORMATION LANDSCAPE

Reexamining Free vs Fee in an Open-Access World
Information professionals have addressed the perception of IAOTWFF (It's All On The Web For Free) since the early days of search engines. Google Scholar now competes with SCOPUS and Web of Science in providing free access to peer-reviewed literature, at the same time that newspapers are putting more of their content behind a paywall. Mary Ellen will provide tools and a framework for info

pros to use when evaluating free and fee-based resources for their organization and assessing the true cost of an information source.

Getting the Most from Your Info Budget: Leveraging Digital Content for Greater Value
Whatever their setting, library directors are being asked to squeeze more value from their information budget and to embed librarians (or at least library services) into departments and project teams within their organizations. Mary Ellen will share effective strategies and tactics that information managers use to leverage their information purchases, increase the impact of their content acquisitions to their organizations, and expand their virtual reach within their organizations.

Big Data and Info Pros: Let's Own the Conversation
The emergence of big data and of text and data mining initiatives offer info pros new opportunities for playing a strategic role in their organization's information landscape. Mary Ellen will look at how info pros can best leverage their professional expertise and bring their deep understanding of their users' information needs to big data projects – no advanced data science degree required!

Artificial Intelligence and The Future of Librarianship
AI is more than just smart speakers and IBM's question-answering computer system, Watson. Artificial intelligence will bring fundamental changes to the roles of libraries, information services and information professionals. Mary Ellen will cover what to watch for and how to prepare for the coming AI revolution in the information landscape.

Referentin:	**Mary Ellen Bates** Bates Information Services Inc mbates@BatesInfo.com +1 303 772 7095 Sign up for Bates InfoTips at http://eepurl.com/dfE6_1
Teilnehmerplätze:	max. 45
Kostenbeitrag:	EURO 165,-- (early bird-Tarif bei Anmeldung bis zum 28. März 2019); danach: EURO 190,--
Anmeldung:	mit Angabe der Rechnungsadresse bei: Evelin Morgenstern - **morgenstern@initiativefortbildung.de** **www.initiativefortbildung.de**
Anmeldeschluss :	02. Mai 2019

Mary Ellen Bates, principal of Bates Information Services, has been an information industry leader for more than two decades. She brings fresh perspectives and insights on the challenges faced by librarians and other 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.