



Financial Information • Analysis • Research

The Information Professional Learning Conference 2005

“Understanding Future Threats,
Challenges and Opportunities Facing the Information
Professional and their Organisation”

9th (optional) 10th & 11th May 2005
Four Seasons Hotel, Hampshire

It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change. Charles Darwin

A two day conference where you will gain a better understanding of critical topics such as:

- **FREEDOM OF INFORMATION**
- **STRIKING A FAIR COMMERCIAL BALANCE BETWEEN VENDOR AND INFORMATION PROFESSIONALS REQUIREMENTS**
- **MONEY LAUNDERING • BUSINESS CONTINUITY PLANNING**
- **COMPETITIVE INTELLIGENCE**
- **OUTSOURCING • E-COPYRIGHT**
- **CAREER DEVELOPMENT**
- **PERSONAL AND DEPARTMENTAL MARKETING**



Pre Conference (Monday 9th May)

18.30 **Welcome reception**
Drinks followed by dinner & networking

Tuesday 10th May - Morning Main Presentations

9.00 **Registration**

9.30-9.35 **Introduction by Chairperson**

Chairperson: Peter Sefton-Williams, Director, Examiner Consulting Ltd

9.35-10.10 **Meeting the Challenge of the Freedom of Information Act**

What does the Information Professional really need to know about the forthcoming Freedom of Information Act? This presentation will discuss the key aspects of the Act; how it's working in practice and the implications of the Act for library and Information Professionals.

- What does the ACT mean and what has changed?
- How does it affect the public and private sectors?
- How does it affect you as a citizen and as an IP specifically?
- The general right of access to all types of "recorded information" and the exemptions from that right
- What bodies are obliged to give you the information and what is the information you are likely to find?
- What is a good way to retrieve this information?
- How does one handle FOI requests?
- Copyright issues and the role of records management

Speaker: Gerrard Tracey, Information Commissioner, Office of the Information Commissioner

10.10-11.10 **Panel Discussion and Q&A: Striking a Fair Commercial Balance Between Vendor and Information Professionals' Requirements**

There seems to be growing concern over how to strike a fair commercial balance between the requirement for vendors to make sufficient revenues to plough back into the business and the need for Information Professionals to purchase data at a price they can justify. Are the present commercial terms fair to both parties?

1 User case study: how has pricing transparency impacted their business?

- What do you think has sparked the recent concession to provide more transparency?
- What effects would an increase in price transparency have on the industry and ultimately on your (the client's) decision processes?
- Do you (the client) think vendors should provide even more price transparency?

2 Contract flexibility and pricing transparency. It has been reported that price transparency is increasingly demanded of information providers.

- How do vendors do their contracts? Explaining the vendors' pricing models
- Where will we be in 5 years time with pricing?
- The need for vendor flexibility when negotiating pricing structures
- How do vendors approach clients with budget issues?
- How to work with your clients: the importance of vendor-client trust and fitting in with the client's company

- Are there disadvantages to the vendors that arise through their opaque pricing models?
- Is there a link between low profit margins and lack of pricing transparency?
- Are published prices becoming increasingly irrelevant as everyone just negotiates their price?
- Pricing used to be based on the quantity of information provided – is this still relevant in the age of precision searching?
- Is there a cultural difference between the US and European approach to pricing?

3 Quality of information

- Are vendors transparent with their data before you buy it?
- With the increase of vendor consolidation, are vendors compromising on the quality of information? How do you know if the information you receive is the best information in the market place?

Moderator: Peter Sefton - Williams, Director, Examiner Consulting Ltd

User Case Study: Mark Jewell, Director, Business Information Services, Lehman Brothers

Panellists: Greg Simidian (MD, Perfect Information), Tony Pringle (GM UK, Bureau Van Dyke Electronic Publishing), Dermot Corrigan (Corporate Sales Director, LexisNexis Butterworths)

Coffee Break: 11.20-11.40

Breakout Sessions: 11.40-13.20

Coffee Break: 13.20-13.40

Lunch: 13.40-14.40

Tuesday 10th May - Afternoon Main Presentations

14.45-15.20 Case Study: What Happens When Things Go Wrong? Developing a Strong Business Continuity Plan

In today's world the importance of a robust business continuity plan is more important than ever. It is now vital to ensure that you have a planned response to cope with a range of both man-made and natural disasters. In this presentation we will establish:

- The destruction and looting of books and other documents in Iraq's National Library and Archives in April 2003
- A cultural heritage gone, but what can be rebuilt and what are the plans for a new library?
- The disaster recovery plan; what worked well, what parts of it failed and what could have been done differently?
- Importance of updating your disaster recovery plan regularly

Speaker: Dr Saad B Eskander, Director General, Iraq National Library and Archive

15.20-16.00 (Keynote) A Glimpse in the Future for Information Professionals: You Haven't Seen Anything Yet! ...

Graham Whitehead, one of BT's Principal Consultants will present on futurology. Just imagine a world where everything is connected to everything all the time. Finding information will be so much fun that you will want to do it again and again. Reaching out over new networks could be an experience, it won't just be "hacking through" your keyboard. This could be just around the corner!

Speaker: Graham Whitehead, BT Exact's Principal Consultant

Breakout Sessions: 16.00-17.30

Pre-dinner drinks and gala dinner: 19.30

Wednesday 11th May - Morning and Afternoon Main Presentations

8.15 Breakfast

9.00-9.30 Case Study: Never a Dull Moment - A Career at the Heart of the Information Society

Throughout her career to date, Gwenda Sippings has been actively involved in professional and continuous personal development, managing information and teams in a variety of sectors and subject areas. In this presentation, she will share some thoughts on how to balance the vocational and managerial skills necessary to achieve success and credibility at increasingly senior levels.

Speaker: Gwenda Sippings, Director of Information Resources, Inland Revenue

9.30-10.10 Creating and Communicating the Value of Your Department Through Successful Internal Marketing

The Information Centre is part of a service group so it is restricted in its range of services and customers. So how can the Information Centre market its services within the confines of the organisation? Furthermore, marketing can be an expensive process - how do you justify it?

- How do our internal customers perceive the value of our offer?
- Understanding internal customer segments – the role of research
- The role of technical quality (ie: what services are delivered) and functional quality (ie: how they are delivered)
- Managing expectations
- How can we show the value of our department?
- Planning your internal marketing activities

Speaker: Adrian Payne, Professor of Services & Relationship Marketing, Director of the Centre for CRM at the Cranfield School of Management, Cranfield University.

Coffee Break: 10.10-10.30

Breakout Sessions: 10.30-12.10

Lunch: 12.10-13.10

Networking Games: 13.10-15.00

Breakout Sessions: 15.00-16.30

Close of conference: 16.30

Tuesday 10th May- Breakout Sessions

Breakout Session 1: Competitive Intelligence (CI) - Black Art or Respectable Information Service?

- What is CI?
- Why do we need CI?
- What can CI do and what can it not do for your company?
- Why is CI growing so fast?
- What is the difference between CI and espionage?
- Techniques for gathering intelligence on competitors
- Building a system for collecting, analysing and disseminating CI

Facilitator: Chris West, MD, Competitive Intelligence Services (CIS)

Breakout Session 2: Money Laundering

- Practical interpretations of the key regulation
- Best practice, key policies and processes
- Where does Money Laundering fit in the wider area of enterprise risk?
- What solutions are organisations deploying to mitigate the Money Laundering risk?
- What are the opportunities for Information Professionals?

Facilitator: Mark Dunn, Business Consultant, Specialist Applications, LexisNexis Butterworths

Breakout Session 3: Two Opposing Perspectives: To Outsource or Not to Outsource?

This breakout session will cover two opposing perspectives: one organisation who reaped the benefits of outsourcing and the other who chose a different route. Here, you will hear straight from the horse's mouth the issues of outsourcing and the realities of doing it- or not.

1 Issues to think about before outsourcing

Case Studies A and B

3 When it is not sensible to outsource (Company B)

- Case Study B

2 Realities of outsourcing Case Study A

Facilitators: Case Study A - Mark Jewell, Director, Business Information Services, Lehman Brothers & Case Study B - Jessica Frankel, Director, Global Head of Library and Information Services (LIS), Credit Suisse First Boston, New York.

Breakout Session 4: Keeping Abreast of Internet Trends

Jonathan Cummings has condensed all the major trends and issues affecting the internet information into this intensive 1.5 hours workshop. You will learn:

- Brief history, key developments and trends in the use of technology for managing information
- The impact of the internet
- Pros and cons of the most commonly used search engines
- Your searching questions answered
- New search engines to look out for
- What next? - future developments, planned and envisaged

Facilitator: Jonathan Cummings, Marketing Director, IoD (Institute of Directors)

Breakout Session 5: How Do You Negotiate a Contract? Tips from the Vendors Themselves

A practical workshop where you will be taught, by experts in contractual issues, how to get the most out of your money from a vendor.

Facilitators: Charlie Errock, Associate Partner, Brunswick Group Ltd & Debra Curtis, CEO and Managing Director, Snapshots International Ltd

Breakout Session 6: Business Continuity and Hard Copy Information Recovery

A workshop highlighting current restoration techniques and common pros and cons in contingency plans, enabling those attending to increase the efficacy of their plans if ever implemented.

- How effective are your company's current disaster prevention and disaster recovery strategies?
- Are you sure that it will prove effective when put into practice?
- Tenets of good disaster planning and how to write a good recovery plan

Facilitator: Emma McKenzie, Priority User Service Manager, Harwell Drying

Breakout Session 7: E-copyright Issues: To Whom Does the Information Belong (and can you use it)?

This session will explore the current status and some emerging trends in information access and rights management.

- "If it's on the internet, it's free for the taking!" - Mantra or Myth?
- Facts, Form and Function - What is protectable?
- Where is Cyberspace? Cross-border protection in a world without edges
- Copyright and Contract - How do you get permission to use?
- Copyright/Copyleft/Copywrong - The ongoing battle over information access

Speaker: Robert E. Hanlon, Partner, Alston & Bird LLP, USA.

Breakout Session 8: Your Personal Brand Impact – Projecting and Packaging Your Distinct Authentic Strengths

In business today, perception is reality. How others perceive you and the image you project is a crucial factor in business success.

This workshop is about maximising your impact and projecting a consistent message to the 'outside world', your own Personal Brand. You will gain valuable tips and techniques for influencing positive business outcomes.

- How to build a valuable personal brand in the workplace
- Influence positive outcomes in your workplace
- Tools for continually improving and accelerating your personal impact
- The 'dress-down' rules for business
- Sure win techniques to align your strengths with your visual message
- Project your distinctive attributes and package them to stand out in business
- Plus creating your action plan for your Personal Brand!

Facilitator: Marissa Woods, Principal Consultant, Image Factor Ltd

Wednesday 11th May-Breakout Sessions

Breakout Session 1: Convergence Between IT and IP Departments: How To Get On With Your IT Director

Information Managers are getting more and more involved with the IT departments and there is slow trend towards convergence of both roles.

Your relationship with the IT department is getting closer and closer but do you really understand each other? In this session you will discover what it is IT people want from you and we will discuss what you want from IT. We will hear from Neil Infield, an Information Professional who has first hand experience of working within at IT department. You will leave the session with a list of priorities for how to build long lasting, productive relationships with your IT colleagues.

Facilitator: Chris Collins, Business Solution Consultant, Factiva Consulting Services & Neil Infield, Manager Business Information Services, Hermes Pension Management

Breakout Session 2: The Need to Demonstrate the Value of Your Department

With ROI being a main objective in organisations nowadays, Information Professionals feel the pressure to demonstrate the value of their department. Marketing your department can help and this breakout session will explain the importance of marketing the library, its services and yourselves.

- How can we demonstrate to senior managers that the information service is crucial to the business?
- There is a need to be proactive and to promote your services to ensure you still have a service in 2 years. How do we market and promote ourselves and our department better? Tips on how to do this
- The need to align yourselves with the wider environment
- Are we attracting the right sort of people in the IP profession?
- How do we compete against other sectors?
- How do we market ourselves to people thinking of becoming an IP?

Facilitator: Peter Clarke, Director of Information Services, Mercer Oliver Wyman

Breakout Session 3: Training and Development; The Imbalance Between University Programmes and Employer Needs

There is a need for a structured training programme for all newcomers and this should not only concentrate on research skills, but should also contain communication, presentation and consultative selling skills as well.

- What are the drivers of change within and beyond the Information Professions?
- What are the implications for academic programmes and CPD provision?
- How can educators and practitioners form more productive partnerships?

**Facilitators: Dr. Derek Stephens, Chair of Teaching and Learning Committee, Department of Information Science, Loughborough University & Prof Peter Enser, Head of Research, School of Computing, Mathematical & Information Sciences, University of Brighton
Ian Rodwell, Head of Corporate Information Unit, Linklaters**

Breakout Session 4a: Your Personal Brand Impact – Projecting and Packaging Your Distinct Authentic Strengths (Morning Only)

In business today, perception is reality. How others perceive you and the image you project is a crucial factor in business success.

This workshop is about maximising your impact and projecting a consistent message to the ‘outside world’, your own Personal Brand. You will gain valuable tips and techniques for influencing positive business outcomes.

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- Tools for continually improving and accelerating your personal impact
- The ‘dress-down’ rules for business
- Sure win techniques to align your strengths with your visual message
- Project your distinctive attributes and package them to stand out in business
- Plus creating your action plan for your Personal Brand!

Facilitator: Marissa Woods, Principal Consultant, Image Factor Ltd

Breakout Session 4b: Are Customer Requirements Changing? (Afternoon Only)

In this breakout session, participants will be invited to step back from the detail of their daily work to put themselves in their customer’s shoes- whoever those customers may be.

- Ideas for reassessing current services
- The power of feedback and the importance of measuring performance
- Taking a hard look at your contribution to the organisation’s wider objectives and obtaining committed action points to begin to do things differently

Facilitator: Gwenda Sippings, Director of Information Resources, Inland Revenue

Breakout Session 5: Outsourcing and the Impact on New Entrants to the Profession

Many tasks traditionally associated with new entrants to the profession are sent offshore to information centres so there is less opportunity to learn by absorption.

- Where does that leave the junior researchers?
- How can senior managers coach and bring in the next generation of the profession?
- Where do today’s recruiting managers go if they want to acquire skilled “second jobbers”?

Facilitator: TBC

Breakout Session 6: Where Do We Go From Here? Progress and Prospects for the Information Professional

CPD is at last being recognised as a necessity not a luxury. The scale and pace of change, especially the rapid advances in information technology, means that Information Professionals face particular challenges as the range of knowledge, skills and insights required or desired continues to expand.

- Define the key roles expected for IPs in the future
- Identify the skill set and personal attributes needed
- Create a future-proof personal development plan

Facilitator: Sheila Corral, Professor of Librarianship and Information Management, University of Sheffield.

Breakout Session 7: An Introduction to Mind Mapping® - The Ultimate Thinking Tool

Thinking, planning, organising, learning, solving problems, presenting, making decisions and taking notes are daily tasks for all of us. Mind Maps are simply the most versatile tool for improving the effectiveness and efficiency of all of these tasks...and many more!

- Learn why Mind Maps work
- Discover the basic technique
- Learn how to overcome some of the common problems
- Discover (by doing) how to use Mind Maps to help your work in multiple ways

Facilitator: Clive Lewis, Managing Director of Illumine training, the world’s leading Mind Mapping® training company



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Airports: Heathrow 35 mins, Gatwick 1 hour

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Alternatively, visit our website at

www.perfectinfo.com/learningevents.htm