



PERFECT LEARNING

Financial Information ■ Analysis ■ Research

IPLC2006

The Information Professional Learning Conference
"Understanding the main drivers for change in the
information industry and coping with these changes"

9th (optional), 10th & 11th May 2006, Chilston Park, Kent

Presentations included this year are:

The Future of Work and the Implications for Organisations

Peter Thomson,
Director of the Future Work Forum,
Henley Management College

Aligning Information Management with Business Strategy

Tony Grundy, Senior Lecturer in
Strategic Management,
Cranfield University

Change Management & Offshoring

Heather Hooper, Business Information
Centre Manager, JP Morgan

How Storytelling Improves the Ability of English Nature to Share and Reuse Knowledge from its Constituents

Ron Donaldson, Senior Knowledge
Ecologist, English Nature

How to Reinvent Your Department

Jackie Marfleet, Head of Reference &
Research, British Library

Tuesday 9th May Pre Conference OPTIONAL

15:00 Check in Hotel

18.30 Welcome Reception followed by
"How to Work a Room",
Rhydian Vaughan, Senior Consultant, MaST Training

19.00 Pre dinner drinks

19.45 Dinner

Wednesday 10th May Main presentations

Drivers for change in the information industry & employment **Applying change to the business**

9.30 Chairperson's Welcome & Introduction
Rob Santiago, Head of FT Research Centre,
Financial Times Ltd

9.40 PANEL DISCUSSION: What will happen in the next 2-3 years in the Information Industry?
Speaker TBC

Information delivery trends:

- How will information services be delivered in the future?
- What are the new products on the market that will impact the way we receive information?
- What are the new technologies that might create opportunities providing information services in a different, expanded, more creative, more vital way in the future?
- Exploring the impact of technologies on workflow and business processes
- What factors are going to impact the information strategy?

Global metrics in the industry

- Is the information industry expanding?

10.30 Coffee Break

10.50 The Future of Work and the Implications for Organisations
Peter Thomson, Director of the Future Work
Forum, Henley Management College

If you are interested in the way that our working lives are changing and the impact this is having on organisations, managers and individuals, then you will benefit from this presentation.

- The way work is evolving based on social, economic and technical trends
- The changing structure of organisations to meet business and individual goals
- The impact of new work patterns on the workplace and the use of space
- Managing in the 21st Century
- Implications for Information Professionals

11.35 Breakout Sessions 1

13.10 Lunch

14.10 KEYNOTE: Aligning Information Management with Business Strategy
Tony Grundy, Senior Lecturer in Strategic
Management, Cranfield University

What is strategy?

- Strategy as gap analysis
- Strategy and competitive advantage
- Strategy as the "cunning" (and the stunning) plan

Alignment to strategy

- How can information management give a competitive edge?
- How can it add real shareholder value?
- Alignment with the strategy
- Alignment within information management – and its creation
- Demonstrating value added

Implementing a strategy

- Perils of implementation – and combating these
- Managing the people, the skills, and the stakeholders

15.05 Coffee Break

15.15 Profile of a Change Manager
Peter Grundy, MD, The Partnership

As a result of this interactive presentation, you will feel more confident in making changes in your organisation - that's our plan. Sometimes you may feel that you lack the power or skills to be a good Change Manager and so we aim to change those perceptions. We are going to look at what good Change Managers do... and don't do, their use of communication and their ability to create an environment in which people do not feel threatened by change.

The subjects for discussion therefore are:

- Implementing change as part of the business strategy
- Competences of a good Change Manager
- Rumours, reactions, resistance and results of change
- Revisiting The Transition Curve
- Analysing the perceptions of change amongst people in your team.

15.50 Breakout Sessions 2

17.30 Closure of Day One

20.00 Pre Dinner Drinks & Gala Dinner

Thursday 11th May Main presentations

The need to internalise a culture of change and creativity

8.30 Breakfast

09.30 Chairperson's Welcome
Speaker TBC

09.35 KEYNOTE: How Story Telling Improves the Ability of English Nature to Share and Reuse Knowledge from its Constituents
Ron Donaldson, Senior Knowledge Ecologist, English Nature

Ron Donaldson is Senior Knowledge Ecologist at English Nature. He's also a certified Cynefin practitioner and applies a wide range of narrative and complexity-based techniques to facilitate a knowledge sharing culture throughout the organisation. Here we find out how he has further integrated knowledge sharing into the English Nature organisation.

10.25 How to Reinvent Yourself
Jackie Marfleet, Head of Reference & Research, British Library

Over the past decade, a series of drivers including digital technology, changing publisher models, changing user behaviour and new entrants such as Google have transformed the process of information creation and dissemination. The role of the Information Department and the Information Professional will continue to evolve to reflect a rapidly changing environment.

- What is the role of the Information/Research Department in the 21st Century?
- Where should we focus in the information value chain and what should we not do?

- How can we serve the needs of the digitally savvy, impatient "Google generation" for whom the Web has primacy of place for information and knowledge seeking?
- What is our role regarding non traditional information types such as data?
- What type of skills do we need to exploit advances in technology and informatics, both to enhance knowledge exploration and presentation, and to enable new ways of searching and mining our collections?

11.10 Coffee Break

11.30 Breakout Sessions 3

13.10 Lunch

14.15 Breakout Sessions 4

15.45 Innovative Approaches to Personal & Organisations' Effectiveness
Jackie Drake, MD of The Praxis Centre, Cranfield School of Management

Navigating the swirling mists of change is the task of everyone in this new century, and none more so than the senior professionals and leaders of the business world. How to tune in to the unknown and connect with its emergent solutions requires us to shift our attention to new ways of being.

- Seven gateways to a creative future
- Generating and maintaining a strong, inspiring and groundbreaking vision
- The Praxis approach

16.30 Closure of Day two

16.35 End of conference

Breakout Sessions (Wednesday 10th May)

Breakout Session 1

Business Strategy Alignment

Tony Grundy, Senior Lecturer in Strategic Management, Cranfield University

This session will break into groups to work on the following key questions:

- Why do we find it difficult to devise and implement our strategy? ("fishbone" analysis)
- What do we "really-really-really-want" (vision), and what needs to line up to deliver this? (wishbone analysis)
- Who are (typically) the key stakeholders in this, and how can we apply cunning to get them to be even more in favour

After a short introduction, the majority of the time will be spent interactively, and some on feedback, reflection and action planning.

Breakout Session 2

Managing the Impact of Change (morning only)

Peter Grundy, MD, The Partnership

So, we all know about the theory of Change Management, but how do we personally deal with its impact? What if we personally don't like or understand the change? What is our personal equation of logic, emotion and negotiation?

Through small group discussions covering subjects such as conflict resolution, we will help people work on a better personal strategy for Change.

Breakout Session 3

How to Manage Change Successfully (afternoon only)

Peter Grundy, MD, The Partnership

It is now so much a part of every manager's job that it no longer features in the role description so here's a rare opportunity to work with others on some of the key parts of Managing Change:

- Dealing with resistance...
- ...and understanding what causes it
- Managing change AND doing the day job
- ...and incorporating both into a leadership style

Breakout Session 4

How to Work a Room

Rhydian Vaughn, Senior Consultant, MaST Training

- Why we network, where and when we network
- On arrival- taking control & breaking the ice
- How to create the right impression
- Explaining clearly what you do
- Making interesting small talk
- Becoming an empathetic listener
- Asking the appropriate questions
- How to...move in and move on
- Moving on with respect and courtesy

Breakout Session 5

Analysing Skills Sets

Facilitator: TBC

Breakout Session 6

Writing an Effective Business Case: Making an Effective Case for the Information Centre

Lesley Robinson, Director, Lesley Robinson Consulting

- Drivers for making a business case
- Exercise 1 - reduction in budget and resources
- Imperatives about costs and staffing
- Case study
- Exercise 2 - proving your value
- Strategy and values
- Building the case
- 3 case studies
- Key messages

Breakout Session 7

How to Spot the Different Learning Styles in People

Neil Massa, Director, The Talent Stream

Whether you want to help yourself or others learn more effectively, understanding learning styles can really make a difference. If you want to explore this further come to the this seminar.

- Why are learning styles important?
 - What is my preferred learning style?
 - How can I find out my preferred learning style?
 - What can I do with all this knowledge about learning styles?
 - What do I want to do with all this knowledge about learning styles?
 - What have I not yet discovered about myself that would make my life easier and more enjoyable?
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Breakout Sessions (Thursday 11th May)

Breakout Session 1

Nurturing Creativity and Developing Creative Competencies

Jackie Drake, Director of The Praxis Centre,
Cranfield School of Management

A lively, practical session exploring how we can allow our creativity to breathe fresh thinking into the safe space we inhabit as individuals and organisations.

- Getting out of the way
- Seeing with new eyes
- The innovation agenda

Breakout Session 2

Capturing Knowledge from Leavers and Joiners

Nick Milton, Director of Resources & Training, Knoco Ltd

How do you capture information from people who are leaving a company and how do you capture information from those who have just joined your company?

- Key knowledge areas
- Discussion of questioning theory
- Capture demonstration
- Capture practical
- Debrief
- Knowledge packaging

Breakout Session 3

Change Management and Offshoring

Heather Hooper, Business Information Centre Manager,
JP Morgan

- What are the drivers for change in your organisation/department and in the information world? Have these changed- if so, how?
- What influence are these drivers having on offshoring/outsourcing? Is it just about cost saving or are there other benefits?
- As a people manager how do you deal with forced change?
- Communication - those directly affected and clients
- Attrition and retention - offshored location and at home. Keeping the people you want to keep.
- Should you bring in experts to help you (JPM used a 6 Sigma specialist)?
- Pace of change - how do you judge if you're going too fast/too slow?

- Pick up the mood, staff turnover, tiredness, sickness, stress
- Virtual teams - how to live and work with them

Breakout Session 4

Wikis & Weblogs

Lee Bryant, Director, Headshift

- What is Web2.0 and social software?
- What the blogs and wikis?
- How are they being used within organisations?
- Who can benefit?
- What does enterprise social software look like?
- What does this mean for Information Professionals?

Breakout Session 5

Reinventing the Information Centre

Jackie Marfleet, Head of Reference & Research, British Library

Initially, Jackie will be giving her views based on her experiences in the different organisations that she has worked in and will listen to comments from colleagues in the industry. Jackie will then throw some questions back to the participants and ask them for their input. Together, the delegates and Jackie will try to come up with a different way for the Information Professional to reinvent themselves.

Breakout Session 6

Selling Successfully to Internal Customers

Peter Grundy, MD, The Partnership

If you manage a support function in an organisation, there is always an element of having to justify or sell it to senior people. In this session, we will be working to help you improve how well you do it. In advance, we will ask you to complete (confidentially) a questionnaire on your effectiveness in this field and encourage you to build an action plan based on some of the topics we will be discussing.

- Building a value proposition
 - What do you mean "we add value"???
 - Your contribution to the business strategy
 - Your competition
 - Issues raised by the questionnaire
 - Issues raised by delegates
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IPLC2006

Who should attend the IPLC2006?

This conference targets all professional skill sets within Global Investment Banking, Fund Management, Legal, Accountancy and Consultancy institutions. Public sector will also benefit from this conference.

Why should you attend the IPLC2006?

- Improve yourself and your industry understanding
- Improve your decision making options
- Know the views of your peers
- Use the profile and networking opportunities to help your business
- Be at the centre of the discussion
- Learn something new
- Improve your department's efficiency and effectiveness
- Know and understand the changes before they happen
- Make sure you're ahead of the competition
- Identify, understand and tackle the changes
- Anticipate the future

How do I register?

- Simply fill in the Registration Form enclosed with this programme
- Book online on www.perfectinfo.com/learningevents.htm
- Or call Joanna Cramoisian on **+44 (0)20 7892 4221** to book over the phone.

Travel & Accomodation

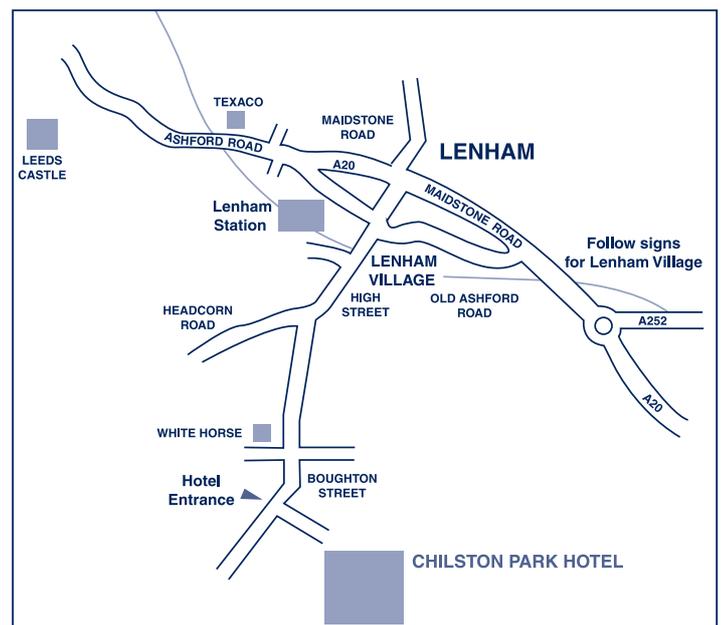
Chilston Park Hotel, Sandway,
Lenham, Kent, ME17 2BE
(www.handpicked.co.uk/ChilstonPark/ChilstonPark.php)

Tel: +44 (0)1622 859803

Train: 1h 15 from Victoria to Lenham Station or 1hr from Victoria, Cannon Street, Charing Cross or London Bridge to Maidstone East

Airports: Gatwick (1 hour)

Other: Ashford International for Eurostar train (20 min)



Should you require any further information, please contact Joanna Cramoisian on **+44 (0)20 7892 4221** or email joannac@perfectinfo.com. Alternatively, visit our website at www.perfectinfo.com/learningevents.htm