



The San Francisco Bay Region Chapter of the Special Libraries Association

Presents a Professional Development Workshop:

“Thriving in the New Information Profession: The Fundamentals of Knowledge Services”

- *** Want to learn about the information professional’s role in a knowledge-centric organization?
- *** Want to improve customer and staff satisfaction in your organization?
- *** Interested in learning how to plan, market, and measure knowledge services delivery?

Then plan on coming to this two-part workshop!

Date: Monday, March 26, 2007

Location: Pacific Energy Center Green Room, 851 Howard St, San Francisco (between 4th and 5th)

Time: This is a two-part workshop. You may attend either or both; there will be little duplication.

Registration, coffee, morning snacks: 8:30 – 9 a.m.

Part One: Knowledge Services – The Basics: 9 a.m. – 12 p.m.

Lunch Break: 12 – 1 p.m. (there are nearby restaurants available for lunch)

Part Two: Knowledge Services – First Steps: 1 – 4 p.m.



Presenter: Guy St. Clair President and Consulting Specialist for Knowledge Services for SMR International (www.smr-knowledge.com); Special Consultant for Knowledge Services for EOS International; past president of the Special Libraries Association; prolific writer and editor

Guy is Series Editor for the Information Services Management Series, published by K G Saur. Titles he has written include *Entrepreneurial Librarianship: The Key to Effective Information Services*; *Total Quality Management in Information Services*; *Power and Influence: Enhancing Information Services Within the Organization*; and *Customer Service in the Information Environment*. He frequently contributes to SLA’s *Information Outlook* and is currently writing a narrative history of SLA for the association’s centenary in 2009.

Workshop Description: In the new information profession, information delivery combines with analysis, synthesis, and collaborative interaction to satisfy knowledge customers’ ever-expanding expectations. Knowledge services – the convergence of information management, knowledge management, knowledge

sharing, and strategic learning – is the tool information professionals use to provide service delivery for customers. It is an operational approach in which knowledge development and knowledge sharing are basic to every transaction and every interaction. With knowledge services, research, contextual decision-making, and innovation are supported with specific and critical information.

This specially designed two-part workshop will:

- Describe the basics of Knowledge Services and defines these elements – particularly knowledge management – in the context of service delivery for the larger organization
- Provide attendees with specific and measurable techniques for meeting the parent organization’s information, knowledge, and strategic learning needs
- Impart an understanding of the role of knowledge services in your organization and how to apply knowledge services techniques and concepts in your own workplace.

A detailed description of this workshop may be found at:

<http://www.smr-knowledge.com/Workshops/KnowServicesBasics.pdf>

Suggested pre-class reading, available at <http://www.smr-knowledge.com/publications.htm>:

Towards World-Class Knowledge Services: Emerging Trends in Specialized Research Libraries Part One: The Management Perspective, by Guy St. Clair, Victoria Harriston, and Thomas A. Pellizzi

Towards World-Class Knowledge Services: Emerging Trends in Specialized Research Libraries Part Two: The Customer Perspective, by Guy St. Clair, Victoria Harriston, and Thomas A. Pellizzi

Thanks to EOS for providing sponsorship of this event.

See <http://www.eosintl.com> for information about EOS

Please send in your registration by March 20, 2007.

----- Detach and mail this portion with your payment -----

Send registration to: Judy Bolstad, Sheldon Margen Public Health Library, 42 Warren Hall #7360, Berkeley CA 94720



jbolstad@library.berkeley.edu, (510) 642-2511

Name: _____ Telephone: _____ E-mail: _____

SLA Member: _____ \$80 (both parts) _____ \$50 (one part: please indicate by circling: **Part 1 Part 2**)

Non-Member: _____ \$100 (both parts) _____ \$60 (one part: please indicate by circling: **Part 1 Part 2**)

Student/Unemployed: _____ \$60 (both parts) _____ \$30 (one part: please indicate by circling: **Part 1 Part 2**)

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