



ASLIB Training Directory

January-June 2012

www.aslib.com/training



Welcome to the ASLIB Training Directory 2012

ASLIB has been providing training and development programmes for information professionals for almost 70 years in key aspects of information work. We offer public courses and workshops, as well as on-site and distance programmes.

This Directory guides you through the courses available, providing concise summaries to enable you to quickly decide which course is right for you.

ASLIB provides training and development programmes in the following areas:

- Business and Official Information Sources
- Cataloguing and Classification
- Copyright and Intellectual Property
- General Management and Communication Skills
- Information Governance
- Knowledge Management
- Library and Information Management Skills
- Web and Internet Skills

New courses for 2012 – The ASLIB Training programme continues to evolve. Last year we undertook a comprehensive review of the programme, updating many popular courses and introducing new programmes. In 2012 we are pleased to offer new courses in Information Governance, Copyright and Intellectual Property, and Library and Information Skills:

- Abstracting and Summarizing Electronic Documents
- Copyright Essentials
- Copyright Masterclass
- Enquiry Handling by Phone and E-mail
- Exploiting IPR and Other Intangible Assets
- Introduction to Data Protection
- Introduction to Freedom of Information

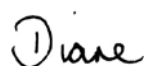
Keep up-to-date with news of further new courses by checking the website: www.aslib.com/training

Course fee freeze – We know that many organizations are facing severe budget cuts across all functions. Although it is widely recognized that a well-trained workforce is more efficient and productive, and will make a contribution to the bottom line of much greater value than the investment in the training courses, we know that cuts are being made to Learning and Development budgets. Course fees have been frozen at 2009 prices. We are also continuing to offer discounts on multiple bookings.

ASLIB member discount – ASLIB membership continues to represent great value. All members benefit from 20 per cent discount on all course fees, in all formats.

New online booking – There are now more ways to reserve your place on an ASLIB course. For 2012 we have introduced the option to book online. See www.aslib.com/training If you would prefer to book your place in a more traditional way, please see the form at the back of this Directory. You can also download the booking form from the website.

We hope you find this Directory useful. If you require further information on any aspect of the ASLIB Training programme – open, on-site or distance workshops, please contact: training@aslib.com



Diane Heath
Publications and Training Manager

ASLIB – The Association for Information Management

ASLIB is a membership association for people who manage information and knowledge in organizations, who are not necessarily librarians. We provide training, advice and networking for members, with a key focus on data protection, intellectual property and information governance issues.

ASLIB members benefit from access to a range of leading information resources and continuing professional development opportunities.



Providing training since 1943

We know how much our courses are valued by both ASLIB members and the wider information community. ASLIB has been meeting the needs of librarians and other information professionals since 1943. As information work has evolved, so too has our programme, ensuring that we provide courses which support and develop information professionals today.

A great learning experience

We continue to receive excellent feedback on all aspects of the ASLIB Training programme. Across all our activities, ASLIB strives to translate and present complex information, research, concepts and policies in a form which is quickly and easily understood, facilitating practical application.

Training delegates commend us for our:

- Engaging and knowledgeable trainers
- Comprehensive course content
- Ability to present complex information in a form quickly and easily understood
- Facilities at our carefully selected training venues
- Small workshop approach, enabling each participant to interact effectively with the course leader and other participants

Choice of course format

ASLIB delivers learning and development programmes in three formats:

1. *Open workshops* – small group, half-, one- and two-day workshops, usually held in London
2. *On-site workshops* – the choice of a standard or bespoke workshop, delivered on your own premises, to meet the needs of your own organization
3. *Distance courses* – standard courses, delivered one-to-one

The Directory details the options for format and delivery of each ASLIB workshop.

Contact us

For further information on any aspect of the ASLIB Training programme – open, on-site or distance workshops – please contact:

ASLIB Training
Howard House
Wagon Lane
Bingley BD16 1WA
United Kingdom

Tel: +44 (0) 1274 785090
Fax: +44 (0) 1274 785244
E-mail: training@aslib.com
Web: www.aslib.com/training



CONTENTS

Course Availability Matrix	5
Course Summaries	
Business & Official Information Sources	6
Cataloguing & Classification	8
Copyright & Intellectual Property	9
General Management & Communication Skills	10
Information Governance	13
Knowledge Management	13
Library & Information Management Skills	14
Web & Internet Skills	16
About ASLIB Course Leaders	17
ASLIB On-site Workshops	19
ASLIB Distance Learning	20
Distance Learning Enrolment Form	21
Booking Form: Open Courses	22
Open Course Calendar: January-June 2012	23

COURSE AVAILABILITY MATRIX

	Open	On-site	Distance	Page
BUSINESS & OFFICIAL INFORMATION SOURCES				
British Company Law	●	●		6
Business Information	●	●	●	6
European Union Information	●	●		6
European Union Legal Information: An overview	●	●		7
Statistics for Business		●	●	7
UK Legal Information: An overview	●	●		7
CATALOGUING & CLASSIFICATION				
Constructing a Thesaurus (two days)	●	●	●	8
Indexing: Principles and Practice	●	●	●	8
Metadata: Principles and Practice	●	●	●	8
Organizing Digital Information and Knowledge	●	●		9
COPYRIGHT & INTELLECTUAL PROPERTY				
Copyright Essentials	●	●		9
Copyright Masterclass	●	●		9
Copyright Policies, Dealing with Infringements, and Risk Management	●	●	●	10
Exploiting IPR and Other Intangible Assets	●	●		10
GENERAL MANAGEMENT & COMMUNICATION SKILLS				
Business Plans: How to Produce a Workable and Convincing Business Plan	●	●	●	10
Developing Your Management and Leadership Skills		●		11
Effective Team-Building Skills		●		11
How to Design Training Sessions		●		11
How to Motivate Your People through Effective Staff Reviews		●		12
Presentation Skills		●		12
Project Management		●		12
INFORMATION GOVERNANCE				
Introduction to Data Protection	●	●		13
Introduction to Freedom of Information	●	●		13
KNOWLEDGE MANAGEMENT				
Knowledge Management	●	●		13
LIBRARY & INFORMATION MANAGEMENT SKILLS				
Abstracting and Summarizing Electronic Documents	●	●		14
Abstracting and Summarizing Quickly and Accurately	●	●		14
Assessing our Worth: Value and Impact	●	●	●	14
Enquiry Handling: Find an Answer every Time	●	●		15
Enquiry Handling by Phone & E-mail	●	●		15
Negotiating Online Subscriptions	●	●		15
Using Excel Spreadsheets to Manage a Library Budget	●	●		16
WEB & INTERNET SKILLS				
Web 2.0 and Social Media for Communication: Personalities, Presence and Self-Promotion	●	●		16

BUSINESS & OFFICIAL INFORMATION SOURCES

British Company Law

In brief

Company Law is typically viewed as “very important, but far too difficult for non-specialists”. This course distils the key legal principles which govern corporate activity for those who lack the time to follow lengthy conventional legal courses, through real life examples and examination of actual company documents.

Course highlights:

- Limited Liability and types of company
- Company formation and financing
- Company decision takers
- Company reporting and disclosure
- Corporate crimes and dangers and dissolving companies

On completing the course you will be able to:

- Understand what company law provisions are intended to achieve
- Distinguish the theoretical legal position from business reality
- Decipher corporate legal jargon
- Trace and use company documents – a vital tool for analysing a business

Available as:

- Open
- On-site

Course leader:

Chris Murphy

Course date:

30 April 2012

Location:

London

Open course fees

ASLIB members:

£260 + VAT

Non-members:

£325 + VAT

Business Information

In brief

Effective performance in meeting business information needs requires an understanding of the key concepts, jargon and institutions relating to this type of information and an awareness of the sources through which it can be retrieved. This course is directed at information professionals with no or limited experience of dealing with information in the business field.

Course highlights:

- The business environment
- Company financial statements and other types of company reporting
- Product and market information
- Official sources of business information
- Understanding and using business statistics

On completing the course you will be able to:

- Be fluent in specialized jargon
- Understand the contextual background of business research
- Undertake efficient research

Available as:

- Open
- On-site
- Distance

Course leader:

Chris Murphy

Course date:

14 May 2012

Location:

London

Open course fees

ASLIB members:

£260 + VAT

Non-members:

£325 + VAT

European Union Information

In brief

This intensive one-day course introduces the European Union – its institutions, legislative acts and how policy is made, and how to find out about its activities. The practical information implications of “better regulation” and the ways in which EU law is transposed and implemented in the UK are examined.

Course highlights:

- Introduction to the European Union
- Searching for EU information
- Legislative and judicial information sources
- Policy monitoring
- Keeping up-to-date: EU and non-EU sources

On completing the course you will be able to:

- Demonstrate a greater knowledge of major sources of official and other EU information
- Identify a range of specialist online sources
- Evaluate online sources of EU information
- Solve complex EU information enquiries

Available as:

- Open
- On-site

Course leader:

Ian Thomson

Course date:

23 April 2012

Location:

London

Open course fees

ASLIB members:

£260 + VAT

Non-members:

£325 + VAT

EU Legal Information: An Overview (half-day)

In brief

The course will detail the full range of EU legislation ranging from Treaties to pre-legislative progress. It will cover how to find out about a particular Directive, include information on merger decisions and tender notices, and take a look at the European Court of Justice and Court of First Instance.

Course highlights:

- Legislation
- EU Case Law
- Tender documents
- Merger control decisions

On completing the course you will be able to:

- Have greater awareness of the different stages of legislation
- Find key EU sources (both paper and internet)

Available as:

- Open
- On-site

Course leader:

Susanna Winter

Course date:

Contact: training@aslib.com

Location:

London

Open course fees

ASLIB members:

£148 + VAT

Non-members:

£185 + VAT

Statistics for Business

In brief

Statistical data are a vital aid to decision making in business. Statistics are important to provide information on existing and potential markets, measure industry performance and indicate social and economic trends. This course will be of interest to all those whose work involves the use of statistics and who want a better understanding of statistical data, key concepts and available sources.

Course highlights:

- Official statistics
- Non-official statistics
- Statistical sources
- Economic indicators and statistical terminology
- Practical use of statistics

On completing the course you will be able to:

- Understand the terms and concepts used in published statistics
- Locate major sources of economic and business data
- Use statistics with confidence

Available as:

- On-site
- Distance

For a quote contact:

training@aslib.com

UK Legal Information: An Overview (half-day)

In brief

This course is for those who have worked with legal materials for under a year, who want to understand how legislation and the courts work, to better enable them to find information and ask apposite questions of their enquirer. The course will cover: consultation papers; bills; amended legislation; various courts and judgments, and delegates will be familiarized with commonly-used terminology and key internet resources.

Course highlights:

- Legislation from inception to repeal
- English Case Law
- The high courts
- Tribunals
- Case commentaries

On completing the course you will be able to:

- Understand what company law provisions are intended to achieve
- Distinguish theoretical legal position from business reality
- Decipher corporate legal jargon
- Assess which types of company information are available to researchers
- Trace and use company documents
- Be aware of significance of the 2006 Companies Act

Available as:

- Open
- On-site

Course leader:

Susanna Winter

Course date:

Contact: aslib@training.com

Location:

London

Open course fees

ASLIB members:

£148 + VAT

Non-members:

£185 + VAT

CATALOGUING & CLASSIFICATION

Constructing a Thesaurus (two days)

In brief

Most text retrieval systems require a structured and defined vocabulary to perform effectively. This two-day course, involving a mix of lectures, discussions and practical work, is excellent for those who need an understanding of using language to construct a thesaurus, in particular: database managers, librarians, information officers and system analysts operating and developing text retrieval systems outside the library environment.

Course highlights:

- Introduction to thesaurus construction
- Facet analysis
- Term collection and organization
- Thesaurus display, maintenance and operation

On completing the course you will be able to:

- Understand the functions of a thesaurus and the role of organization and knowledge in thesaurus construction
- Appreciate the standard rules for vocabulary control and thesaural relationships
- Select the most appropriate form of thesaural display
- Understand new forms of thesaurus being developed for the digital environment

Available as:

- Open
- On-site
- Distance

Course leader:

David Bawden

Course date:

17-18 May 2012

Location:

London

Open course fees

ASLIB members:

£475 + VAT

Non-members:

£595 + VAT

Indexing: Principles and Practice

In brief

Indexing is of great importance in the digital age – information needs to be efficiently found from sources such as the internet or intranets. This course relates to all kinds of material and covers general principles of indexing, the indexing process, specific points of practice, the relations between indexing and other ways of analysing and denoting content.

Course highlights:

- Principles of indexing, and the indexing process
- Indexing as part of metadata creation
- Controlled vocabularies for indexing
- Indexing policies

On completing the course you will be able to:

- Understand principles of indexing, and the indexing process
- Understand the relationship between indexing and metadata creation
- Understand the value of controlled languages for indexing
- Index different forms of material effectively and create an indexing policy

Available as:

- Open
- On-site
- Distance

Course leader:

David Bawden

Course date:

7 March 2012

Location:

London

Open course fees

ASLIB members:

£260 + VAT

Non-members:

£325 + VAT

Metadata: Principles and Practice

In brief

This course is for library/information workers and demystifies the concept of metadata, showing how and why they are used, in various environments. A variety of commonly-used metadata formats will be demonstrated, for example, Dublin Core, and AACR/MARC – and the way in which metadata creation relates to the “traditional” library/information tasks of indexing and cataloguing will be outlined.

Course highlights:

- What are metadata? Their use and significance
- Metadata formats
- Metadata creation, indexing and cataloguing
- Creating and evaluating metadata formats

On completing the course you will be able to:

- Understand what metadata are, how they are used, and why they are important
- Be familiar with several widely-used metadata formats
- Understand the relation between metadata, indexing and cataloguing
- Create metadata records and evaluate and choose appropriate metadata formats

Available as:

- Open
- On-site
- Distance

Course leader:

David Bawden

Course date:

14 February 2012

Location:

London

Open course fees

ASLIB members:

£260 + VAT

Non-members:

£325 + VAT

Organizing Digital Information and Knowledge

In brief

Organizing information and knowledge for effective retrieval is vital, given the increasing importance of digital information – especially the internet and intranets – and of knowledge management. This course gives an overview of the most important tools for information organization, focusing on metadata formats, and on subject description tools, especially taxonomies and thesauri.

Course highlights:

- Overview of information organization
- Metadata
- Ontologies, taxonomies, thesauri
- Knowledge organization on the internet
- Knowledge organization for knowledge management

On completing the course you will be able to:

- Understand the tools available for organizing information
- Evaluate and use metadata formats
- Evaluate and use taxonomies and thesauri
- Construct an outline information organization tool

Available as:

- Open
- On-site

Course leader:

David Bawden

Course date:

26 January 2012

Location:

London

Open course fees

ASLIB members:

£260 + VAT

Non-members:

£325 + VAT

COPYRIGHT & INTELLECTUAL PROPERTY

Copyright Essentials

In brief

In today's complex digital environment, a good working knowledge about copyright is essential for all those working with information and content. This course provides an introduction to the principles of copyright law and practice. It is suitable for librarians and information professionals with very little knowledge about copyright or for those who wish to refresh their skills.

Course highlights (Please note: The emphasis will be on UK Copyright Law.):

- Overview of current copyright legislation and proposed changes following the Hargreaves Review of IP
- Who owns what, how and for how long?
- Library Privilege and the Copyright Exceptions
- Introduction to the CLA, ERA, PRS and NLA Licences

On completing the course you will be able to:

- Understand the legal requirements of copyright
- Appreciate the importance of best copyright practice in enabling efficient working
- Be familiar with the proposed changes to copyright legislation and possible implications

NEW for
2012

Available as:

- Open
- On-site

Course leader:

Naomi Korn

Course date:

29 February 2012

Location:

London

Open course fees

ASLIB members:

£260 + VAT

Non-members:

£325 + VAT

Copyright Masterclass

In brief

A thorough understanding of copyright, related rights and licences in a digital environment is crucial for librarians and information professionals. Building upon the Copyright Essentials course, this Master class will provide more in-depth training about the copyright legislation, relevant case law and other related rights to help participants develop the necessary skills in order for them to become more expert in copyright.

Course highlights (Please note: The emphasis will be on UK Copyright Law.):

- Copyright, the web and digital content
- Current copyright legislation and proposed changes following the Hargreaves Review of IP
- Orphan Works and Risk Management
- Copyright, Digitization and Open Educational Resources

On completing the course you will be able to:

- Appreciate the importance of best copyright practice within a digital environment
- Understand the relationship between copyright and contract law
- Be familiar with the proposed changes to the copyright legislation and possible implications
- Understand how you can best support your colleagues regarding copyright issues they may have

NEW for
2012

Available as:

- Open
- On-site

Course leader:

Naomi Korn

Course date:

2 March 2012

Location:

London

Open course fees

ASLIB members:

£260 + VAT

Non-members:

£325 + VAT

COPYRIGHT & INTELLECTUAL PROPERTY

Copyright Policies, Dealing with Infringements, and Risk Management

In brief

This workshop is for senior managers, project leaders and decision makers who have an understanding of copyright law by having attended one of the basic courses on copyright and wish to learn more. This workshop will develop a toolkit for dealing with copyright issues and participants will consider staff and user expectations and how to create an environment where copyright is handled appropriately.

Course highlights:

- Dealing with infringements of copyright, managing risk and developing suitable policies and procedures
- Planning requirements and restrictions
- Institutional copyright policy: internal management of rights as well as copyright and licensing compliance
- How copyright policies can be successfully implemented and enforced

On completing the course you will be able to:

- Identify the need for a structured and strategic approach to copyright
- Examine how to deal with copyright infringements and manage risk effectively
- Produce a plan for your own copyright policy

Available as:

- Open
- On-site
- Distance

Course leader:

Naomi Korn

Course date:

9 March 2012

Location:

London

Open course fees

ASLIB members:

£280 + VAT

Non-members:

£350 + VAT

Exploiting IPR and Other Intangible Assets

NEW for
2012

In brief

In today's economic climate, information professionals need to consider how they can save money by managing rights more effectively, as well as explore possible sustainability opportunities through exploiting their IP and other cultural assets. This workshop will develop a basic toolkit for the potential generation of income from copyright and other cultural assets.

Course highlights:

- Understanding the types of works in copyright and other cultural assets which might be exploited
- Benefits and costs of income generation
- Understanding user needs
- Basic business planning – making a profit
- Institutional requirements associated with income generation

On completing the course you will be able to:

- Define the types of rights and other assets which can be exploited
- Identify the need for a structured and strategic approach to copyright, cultural assets and income generation
- Explore costs, benefits and risks associated with income generation

Available as:

- Open
- On-site

Course leader:

Naomi Korn

Course date:

25 May 2012

Location:

London

Open course fees

ASLIB members:

£280 + VAT

Non-members:

£350 + VAT

GENERAL MANAGEMENT & COMMUNICATION SKILLS

Business Plans: How to Produce a Workable and Convincing Business Plan (half-day)

In brief

A well-conceived business plan is a powerful aid to achieving better results in the commercial world and other fields of activity. This course will explain soundly-established principles for devising a plan that works. It is for anyone bidding for resources from others, whether they hope to launch or expand a business, or serve as a unit manager seeking to justify future allocation of resources.

Course highlights:

- Systematic reviews for businesses and organizations
- Ways to identify and exploit business opportunities
- Financial analysis, forecasting and budgeting for business plans

On completing the course you will be able to:

- Draw up business plans with increased competence
- Enhance the credibility and persuasiveness of business plans
- Incorporate ways of anticipating and dealing with circumstantial change

Available as:

- Open
- On-site
- Distance

Course leader:

Chris Murphy

Course date:

28 May 2012

Location:

London

Open course fees

ASLIB members:

£148 + VAT

Non-members:

£185 + VAT

Developing Your Management and Leadership Skills

In brief

This programme enables experienced managers to review and develop their management skills. It will equip delegates with tools and techniques to manage complex situations and to progress into more senior roles.

Course highlights:

- The manager in the twenty-first century
- Strategic thinking & problem solving
- Managing challenging situations
- Developing support systems in the workplace
- Action planning

On completing the course you will be able to:

- Explain and contribute to the strategic thinking and planning process
- Use a range of problem-solving tools and techniques in the workplace
- Select and implement a range of strategies for managing challenging people and situations
- Manage complex workloads and projects
- Identify approaches to developing your own career

Available as:

- On-site

Course leader:

Nicola Wise

For a quote contact:

training@aslib.com

Effective Team-Building Skills

In brief

This course is aimed at those responsible for motivating and managing their library/information service team. It provides a practical overview of the management skills and techniques required to develop and maintain a productive and effective team. It will enable you to develop strategies for managing challenging situations and you will learn how to create a self-motivating and self-regulating team.

Course highlights:

- What is a team?
- Understanding your role in the team
- Using team activities to energize and involve people
- Feedback and communication
- Handling challenging situations within the team

On completing the course you will be able to:

- Explain the team development process and team roles
- Select and apply effective team management strategies to deal with different types of teams and situations
- Select and apply a range of skills and techniques to enhance teamwork
- Enable your team to become self-motivating and self-regulating

Available as:

- On-site

Course leader:

Nicola Wise

For a quote contact:

training@aslib.com

How to Design Training Sessions

In brief

An intensive one-day workshop for new trainers or those responsible for providing effective training and coaching sessions for staff. The day will cover many aspects of training sessions including: learning styles, training needs analysis, how to produce visual aids, launching sessions and next steps.

Course highlights:

- Identifying who the target audience is and how best they learn
- Designing support materials
- Involving the audience
- Organising tasks and exercises
- Gaining and reviewing feedback

On completing the course you will be able to:

- Design and deliver training sessions
- Decide on appropriate use of visual aids and materials
- Include appropriate exercises

Available as:

- On-site

Course leader:

Nicola Wise

For a quote contact:

training@aslib.com

How to Motivate Your People through Effective Staff Reviews

In brief

Effective performance reviews can lead to motivated staff and improved performance, whilst poor reviews have a negative effect and can lead to de-motivated and unhappy teams. This course takes a competency-based approach to managing staff and will give line managers the tools needed to carry out an effective review.

Course highlights:

- Performance management and the review process – The Big Picture
- Understanding the competency approach
- Excellent tips and tools to ensure that your reviews run smoothly and are effective
- Understanding and using the skills of a good reviewer
- Handling difficult situations and types of people

On completing the course you will be able to:

- Motivate individuals to improve performance
- Deal with potential problem people and situations through effective reviews
- Enable your department to meet organizational goals

Presentation Skills

In brief

This intensive course will help you to make memorable and effective presentations. It is a very practical workshop and you will gain the opportunity to develop your presentation techniques in a non-threatening atmosphere.

Course highlights:

- Planning and preparing your presentation
- Starting your presentation
- Presentation strategies and techniques
- Closing the presentation
- Ending on a high

On completing the course you will be able to:

- Prepare an effective presentation, using a range of techniques
- Make an interesting and memorable presentation
- Select and produce aids and resources to support your presentation
- Use a range of skills and techniques to enhance your performance

Project Management

In brief

The ultimate success of any project depends on vision, effective communication skills and good planning. Using tried and tested methods and techniques, this course will provide an overview of the skills and tasks required for busy managers to develop, manage and successfully implement projects (on whatever scale) in busy organizations, without disrupting normal service routines.

Course highlights:

- Different types of library and information projects
- Defining work tasks and work packages
- Assembling and managing the project team
- Managing costs, resources and the schedule
- Initial planning, implementation phase, reporting and completion

On completing the course you will be able to:

- Define, plan, implement and complete a project, using established project management techniques and methods
- Effectively manage project staff, resources, and schedule
- Monitor and evaluate a project's progress
- Prepare to manage the resulting change at the outcome of a project

Available as:

- On-site

Course leader:

Nicola Wise

For a quote contact:

training@aslib.com

Available as:

- On-site

Course leader:

Nicola Wise

For a quote contact:

training@aslib.com

Available as:

- On-site

Course leader:

Nicola Wise

For a quote contact:

training@aslib.com

Introduction to Data Protection (half-day)

NEW for
2012

In brief

Management of personal data is governed in the UK by the Data Protection Act and related regulations. Failure can result in criminal or financial penalties and adverse publicity. This course will provide you with sufficient understanding of your responsibilities to be able to plan and manage the processing of personal data in a time of increasing complexity and concern about privacy.

Course highlights:

- What are personal data?
- Collection to destruction – the compliant information life cycle
- Meeting the rights of the individual
- Sharing information with other organizations or people
- How to responsibly outsource processing

On completing the course you will be able to:

- Have a greater knowledge of the 8 Data Protection Principles
- Understand how Data Protection applies to your business
- Have a greater insight of the elements of managing Data Protection compliance

Available as:

- Open
- On-site

Course leader:
Sheelagh Keddie

Course date:
27 February 2012 AM

Location:
London

Open course fees

ASLIB members:
£148 + VAT

Non members:
£185 + VAT

Introduction to Freedom of Information (half-day)

NEW for
2012

In brief

Freedom of information opens up public data to scrutiny by anyone, anywhere. The act applies both to public bodies and, increasingly, to private organizations when carrying out work on behalf of a public body. This course is for managers of businesses who handle public information and wish to plan the efficient management of FOI compliance.

Course highlights:

- What is an information request?
- How to respond and who gets involved
- How to apply the exemptions
- How is the law being interpreted in England and Wales?
- How to reduce the burden of answering requests by publishing information.

On completing the course you will be able to:

- Respond to a Freedom of Information request
- Understand how the Freedom of Information Act interacts with the Data Protection Act
- Appreciate the implications for the business areas
- Recognise how this encourages and interacts with good record and information management

Available as:

- Open
- On-site

Course leader:
Sheelagh Keddie

Course date:
27 February 2012 PM

Location:
London

Open course fees

ASLIB members:
£148 + VAT

Non-members:
£185 + VAT

Knowledge Management

NEW for
2012

In brief

Knowledge Management (KM) is a key concept framework for organizations that wish to achieve higher levels of cohesion and performance. Information professionals need to understand the new thinking associated with KM and be prepared to contribute. This seminar provides an understanding of what KM is, how it has emerged, and a useful review of many of the initiatives that can and are being implemented.

Course highlights:

- The Knowledge Management Mindset
- Tacit and explicit knowledge
- Common KM initiatives
- Organizational Context

On completing the course you will be able to:

- Understand what knowledge management is and how it has emerged from several key strands of management thinking
- Respond positively both to the opportunities and to the challenges posed by KM

Available as:

- Open
- On-site

Course leader:
Bob Bater

Course date:
22 June 2012

Location:
London

Open course fees

ASLIB members:
£280 + VAT

Non-members:
£350 + VAT

Abstracting and Summarizing Electronic Documents

NEW for
2012

In brief

Abstracting and summarising skills are a staple of the effective information professional's armoury – but assimilating and reproducing screen-based content introduces a whole range of new reading and writing issues that do not apply to printed material. This course will help participants to understand and apply the special principles associated with summarising electronic content and will equip them to tackle the challenges this presents with confidence.

Course highlights:

- Exploiting web signposting conventions to help you find the material you need
- Dealing with unhelpful screen lay-out
- Selection and presentation
- Strategic reading

On completing the course you will be able to:

- Apply basic abstracting and summarising strategies and techniques to screen-based content.
- Understand web accessibility guidelines and how to tackle non-compliant content.
- Avoid the pitfalls associated with summarising unhelpfully laid out HTML pages or PDF documents.

Available as:

- Open
- On-site

Course leader:

Tim Buckley Owen

Course date:

11 June 2012

Location:

London

Open course fees

ASLIB members:

£260 + VAT

Non-members:

£325 + VAT

Abstracting and Summarizing Quickly and Accurately

In brief

Abstracting and summarizing techniques are essential for current awareness services, enquiry answering, desk research, preparing briefings and writing reports. This course is a practical introduction to key techniques in abstracting and summarizing documents: news items, articles, books, reports and unpublished internal documents, and shows participants how existing reading and writing skills can be used more efficiently to improve abstracting technique.

Course highlights:

- What do we want our abstracts to achieve?
- Signposting – gathering material for the abstract
- Writing an abstract with only limited resource material
- Rapid reading techniques

On completing the course you will be able to:

- Scan documents rapidly and identify their key content
- Summarize or describe that content
- Observe house style rules
- Write to length and to deadline

Available as:

- Open
- On-site

Course leader:

Tim Buckley Owen

Course date:

16 March 2012

Location:

London

Open course fees

ASLIB members:

£300 + VAT

Non-members:

£375 + VAT

Assessing Our Worth: Value and Impact

In brief

Demonstrating value provided by information and library services has never been more important. However, information services often rely on the assumption that they are essential, or “soft” measures of user approval. This course describes and exemplifies how libraries and information services have tried to go beyond this: by showing financial value, that they make a real difference, and detailing how and why they bring benefits.

Course highlights:

- Framework for assessing value and impact
- Assessing value in money terms
- Finding the *real impact*
- Understanding benefits in detail
- Choosing the right method

On completing the course you will be able to:

- Understand a variety of methods for assessing and demonstrating value and impact
- Appreciate how these fit in with “conventional” evaluation methods
- Choose appropriate methods for a given situation

Available as:

- Open
- On-site
- Distance

Course leader:

David Bawden

Course date:

20 April 2012

Location:

London

Open course fees

ASLIB members:

£260 + VAT

Non-members:

£325 + VAT

Enquiry Handling: Find an Answer Every Time

In brief

Information professionals need to demonstrate special expertise when it comes to finding the information their enquirers need. This course concentrates on practicalities rather than sources and introduces participants to the full range of basic enquiry-answering techniques, showing how it is possible to tackle any subject, even when you do not know what information sources may be available to help.

Course highlights:

- Comprehensive introduction to enquiry-answering techniques
- Understanding the question
- Choosing sources and efficient searching
- What to do if you cannot find the answer

On completing the course you will be able to:

- Understand fully what the enquiry wants
- Select and reject possible reference sources with confidence
- Search indexes and databases efficiently
- Know what to do if you cannot find the answer

Available as:

- Open
- On-site

Course leader:

Tim Buckley Owen

Course date:

27 April 2012

Location:

London

Open course fees

ASLIB members:

£260 + VAT

Non-members:

£325 + VAT

Enquiry Handling by Phone and E-mail

NEW for
2012

In brief

Responding to enquiries by phone or e-mail, we are deprived of almost all the clues we take for granted when dealing with people face-to-face. The risk of misunderstanding or offence is high; customers tend to be more impatient, and it is very easy for them to take their query elsewhere. This course is for anyone who needs to understand the challenges of dealing with enquiries when the enquirer is not present.

Course highlights:

- Why remote enquiry handling is different
- Setting up and running your service
- Handling tricky enquiries by phone and e-mail
- Delivering the answer
- Signing off enquiries: gathering performance data, adding to your information resources, developing new services

On completing the course you will be able to:

- Understand how the requirements for remote enquiry handling differ from those when dealing with people face-to-face
- Assess the requirements for operating an effective remote service
- Develop customer care strategies to keep the enquirer on-side

Available as:

- Open
- On-site

Course leader:

Tim Buckley Owen

Course date:

2 March 2012

Location:

London

Open course fees

ASLIB members:

£260 + VAT

Non-members:

£325 + VAT

Negotiating Online Subscriptions (half-day)

In brief

This session is aimed at anyone who has to deal with online resource renewals, new subscriptions or cancellations. This workshop provides delegates with practical tips and strategies on how to broach the subject of money with the publisher and make an impression on employers by saving money, and will include discussion of the experiences of both the presenter and delegates.

Course highlights:

- What to look at in the contract
- Clause terms, including take-down clauses to mitigate the unknown
- Hints and tips for arguing your case
- How to reduce the price and keep costs down in future years

On completing the course you will be able to:

- Understand the preparation needed before negotiation begins
- Have to hand tips and solutions that you can use in negotiating down a price
- Feel more confident about negotiating with a publisher

Available as:

- Open
- On-site

Course leader:

Fiona Fogden

Course date:

20 February 2012 AM

Location:

London

Open course fees

ASLIB members:

£148 + VAT

Non-members:

£185 + VAT

LIBRARY & INFORMATION MANAGEMENT SKILLS

Using Excel Spreadsheets to Manage a Library Budget (half-day)

In brief

This course is for library managers too busy to spend ages on budget management but for whom it is important to access vital, up-to-date information to work out where they are in the spending stakes. The aim is to demonstrate how, using common and more complex formulae, Excel spreadsheets can be used to manage library budgets.

Course highlights:

- The budget cycle
- The different types of figures/terminology
- A practical look at a spreadsheet example
- Recording monthly, periodic and annual payments

On completing the course you will be able to:

- Have a greater knowledge about practical use of the functionality of Excel
- Record the budget and keep it as a living, useful document throughout the financial year
- Have a greater insight into the specific vagaries of library budgets

Available as:

- Open
- On-site

Course leader:

Fiona Fogden

Course date:

20 February 2012 PM

Location:

London

Open course fees

ASLIB members:

£148 + VAT

Non-members:

£185 + VAT

WEB & INTERNET SKILLS

Web 2.0 and Social Media for Communication: Personalities, Presence and Self-Promotion

In brief

This course is for anyone interested in use of Web 2.0 and social media tools to promote services. Emphasis will be on ideas for those working in LIS, but the approach will be broad. The course goes beyond consideration of individual applications, to focus on a spectrum of techniques to develop a consistent, professional persona and engaging presence for promotional purposes.

Course highlights:

- Exemplary use of popular Web 2.0 tools, including twitter, facebook, blogs, media-sharing apps, locator services and feed-readers
- How these tools can be combined to maximize digital presence
- Technicalities and social concerns of developing a social media presence and personality
- Dealing with issues of privacy and identity theft

On completing the course you will be able to:

- Understand what Web 2.0 tools are
- Understand how they can work to promote services
- Understand what constitutes an effective social-media presence
- Appreciate and overcome barriers and concerns associated with Web 2.0 and social media

Available as:

- Open
- On-site

Course leader:

Lyn Robinson

Course date:

25 January 2012

Location:

London

Open course fees

ASLIB members:

£260 + VAT

Non-members:

£325 + VAT

Bob Bater is Director of Development at KnowPlexity Limited, a company established to provide high quality e-learning materials in all aspects of Knowledge and Information Management. Bob was Principal Associate of InfoPlex Associates who provided advice and development services in Information and Knowledge Organization – knowledge mapping, metadata schemas, ontologies, taxonomies, thesauri, Topic Maps – across all types of organizations in both the public and private sectors.

Course – Knowledge Management.

David Bawden is Professor of Information Science at City University London, and editor of *Journal of Documentation*. He conducts face-to-face and distance learning courses for ASLIB mainly in areas of knowledge organization and information management, and particularly showing the continuing relevance of fundamental principles in new digital environments.

Courses – Assessing Our Worth: Value and Impact; Constructing a Thesaurus; Indexing: Principles and Practice; Metadata: Principles and Practice; and Organizing Digital Information and Knowledge.

Tim Buckley Owen is an independent writer and trainer with 40 years' experience in the information industry. His career has encompassed information management, writing, editing, training, government policy advice and corporate media & marketing. His training portfolio includes courses on enquiry handling, abstracting & summarising, packaging & presentation and basic information skills.

Courses – Abstracting and Summarizing Electronic Documents; Abstracting and Summarizing Quickly and Accurately; Enquiry Handling: Find an Answer Every Time; and Enquiry Handling by Phone and E-mail.

Fiona Fogden is the National Information Services Manager for Baker Tilly, a major firm of Accountants, with responsibility for the information needs of 28 offices in the UK. From 1996 to June 2008 she was in various roles within the Library & Information Centre at Baker & McKenzie LLP, an International Law Firm. Fiona has written various articles on the topic of Negotiating for Legal Information Management. In 2006, Facet Publishing published her book: *Negotiating Licences for Digital Resources*, using the name Fiona Durrant.

Courses – Negotiating Online Subscriptions; and Using Excel Spreadsheets to Manage a Library Budget.

Sheelagh Keddle is a practical and experienced implementor of Data Protection and FOI compliance. Sheelagh is an inspiring trainer specializing in information risk management and security – implementing practical compliance with Data Protection, Freedom of Information and related laws, executive briefings, training and awareness, IT procurement. Sheelagh is Director of Common Sense Privacy Ltd.

Courses – Introduction to Data Protection; and Introduction to Freedom of Information.

Naomi Korn is an IP Consultant with expertise in copyright, licensing, rights management and rights exploitation. She works with information professionals and librarians and across the public sector to help staff develop IP strategies and embed appropriate processes, procedures and policies. She is also an experienced trainer, lecturer and facilitator. Naomi has led a number of JISC projects developing free, free to use resources relating to IP and licensing, such as a Risks Management Calculator and Creative Commons Compatibility Wizards. Naomi contributes a regular IP and licensing-related column to *Managing Information*.

Courses – Copyright Essentials; Copyright Masterclass; Copyright Policies, Dealing with Infringements, and Risk Management; and Exploiting IPR and Other Intangible Assets.

Christopher Murphy is Director of Ravensbourne Consulting Limited. Christopher has worked with businesses of every size from start-ups through to multinational giants, as well as public and voluntary sector bodies. As well as giving seminars at many academic institutions such as the London, Manchester and INSEAD business schools, he has delivered training to professional audiences throughout the UK and in many overseas countries.

Courses – Copyright Essentials; Copyright Masterclass; British Company Law; Business Information; Business Plans: How to Produce a Workable and Convincing Business Plan; and Statistics for Business.



ABOUT ASLIB COURSE LEADERS



Lyn Robinson is a well-known academic, writer and presenter within the field of library and information science. She currently teaches at both City University London and UCL, and has a wealth of experience in the design and delivery of courses, seminars and workshops for the LIS profession both nationally and internationally. She has been associated with ASLIB since the mid-1980s.

Course – Web 2.0 and Social Media for Communication: Personalities, Presence and Self-Promotion.

Ian Thomson is a European information specialist. Currently, he is Director of the European Documentation Centre at Cardiff University and Executive Editor of European Sources Online. In addition, he carries out regular teaching, training and consultancy activities for organizations in the public and commercial sectors across Europe. He is a member of the European Commission's Pan-European Working Group on European Electronic Repositories. He is the President of the European Information Association.

Course – European Union Information.

Susanna Winter has worked in the legal information profession for 14 years, and is currently Library & Information Centre Manager at Baker & McKenzie. Her role involves legal research and training, as well as managing subscriptions for electronic services. She also spends one day per week coordinating the charitable giving activities of the firm.

Courses – EU Legal Information; and UK Legal Information.

Nicola Wise is a qualified NLP practitioner and incorporates her skills into all aspects of her work. Nicola has designed and run Management and Leadership programmes across 40 countries including North America, Mainland Europe, the Baltic States and Scandinavia. Prior to establishing her own training company in the early 1990s, Nicola enjoyed a successful career in retail serving as Training & Development Director of a large retail group. She has vast experience in the development and implementation of competency frameworks and works with a variety of colleges, universities, private sector and NFP/charitable organizations.

Courses – Developing Your Management and Leadership Skills; Effective Team-Building Skills; How to Design Training Sessions; How to Motivate Your People through Effective Staff Reviews; Presentation Skills; and Project Management.

ASLIB On-site Workshops

Increasingly, organizations are opting for on-site training. ASLIB courses can be delivered on your premises, tailored to the needs of your organization. If you are training staff in any aspect of information and knowledge management, ASLIB On-site Training can provide the following benefits for your organization:

- Training tailor-made for your requirements
- Workshops taught in accordance with the culture of your organization
- Opportunities for team-building and sharing
- In-house confidentiality
- Key personnel remain on-site
- No travel or accommodation costs for delegates
- Savings on public course fees.

There are currently over 30 workshops available. Please see page 5 for details.

Past On-site clients include:

BBC	International Labour Organization, Switzerland
Blackwell Science	Joint Information Systems Committee
British Council	London College of Fashion
Business Link Cumbria	Manchester Community Information Network
Cable & Wireless	Middlesex University
DEFRA, UK	Ministry of Defence
Deloitte & Touche	National Library Board Institute, Singapore
Department for Trade and Industry	Natural History Museum, UK
Director of Public Prosecutions, Ireland	News International
East Sussex County Council	Nokia Networks
Eastern Health Services, Ireland	Northern Ireland Executive
European Commission	NSPCC
European Parliament	OPEC
Eversheds	Royal Bank of Scotland
Foreign & Commonwealth Office	Royal College of Physicians
Graduate Prospects	Scottish Parliament
Group 4-Securitas	Shelter
Health Services Libraries, Ireland	Sweet & Maxwell, UK
Higher Education Funding Council for England	The Tate
Home Office	Trade Partners UK
HM Customs & Excise	Unilever
Information Commissioner	University of Iceland
Icelandic Health & Medical Libraries Group	University of Plymouth
International Fund for Agriculture, Italy	University of Ulster

For more information about on-site workshops see: www.aslib.com/training/onsite_training.htm

To request a quote, contact: training@aslib.com





ASLIB Distance Learning

ASLIB Distance Learning provides an opportunity for anyone, anywhere to combine the benefits of open and on-site workshops with the convenience and flexibility to learn in your own time.

ASLIB currently offers the following distance learning courses:

- *Assessing Our Worth: Value and Impact* – Learn how to show the financial value, impact and benefits of your information service.
- *Business Information* – Meet business information needs effectively with an understanding of the key concepts, jargon and institutions which relate to this type of information.
- *Business Plans*: how to produce a workable and convincing business plan – Devise well-conceived business plans in order to achieve better results.
- *Constructing a Thesaurus* – Understand the structured and defined vocabulary required to construct a thesaurus.
- *Copyright Policies, Dealing with Infringements and Risk Management* – Develop a toolkit for dealing with copyright issues, and learn how to create an environment where copyright issues are handled appropriately.
- *Indexing: Principles and Practice* – Understand the general principles of indexing, the indexing process, and the relationship between indexing and other ways of analysing and denoting content.
- *Metadata: Principles and Practice* – Understand how and why metadata are used, in various environments.
- *Statistics for Business* – Gain a better understanding of statistical data, key concepts and available sources.

Benefits of ASLIB Distance Learning

ASLIB Distance Learning enables you to:

- learn in your own time and at your own pace
- work with a tutor who will give you personal attention and monitor your progress throughout your course
- receive as much feedback, direction and encouragement from your tutor as you need to be able to complete your training successfully
- learn through undertaking practical projects and exercises which will be assessed by your tutor

All participants will receive the ASLIB Certificate of Achievement on successful completion of the distance course.

For more information about ASLIB Distance Learning see:

www.aslib.com/training/distance_learn.htm

To request a quote, or for start dates, contact: training@aslib.com



January		
25	Web 2.0 and Social Media for Communication: Personalities, Presence and Self-Promotion	Page 16
26	Organizing Digital Information and Knowledge	Page 9
February		
7	Metadata: Principles and Practice	Page 8
20	Negotiating Online Subscriptions	Page 15
20	Using Excel Spreadsheets to Manage a Library Budget	Page 16
27	Introduction to Data Protection	Page 13
27	Introduction to Freedom of Information	Page 13
29	Copyright Essentials	Page 9
March		
2	Copyright Masterclass	Page 9
2	Enquiry Handling by Phone and E-mail	Page 15
7	Indexing: Principles and Practice	Page 8
9	Copyright Policies, Dealing with Infringements, and Risk Management	Page 10
16	Abstracting and Summarizing Quickly and Accurately	Page 14
April		
20	Assessing Our Worth: Value and Impact	Page 14
23	European Union Information	Page 6
27	Enquiry Handling: Find an Answer Every Time	Page 15
30	British Company Law	Page 6
May		
14	Business Information	Page 6
17/18	Constructing a Thesaurus	Page 8
25	Exploiting IPR and Other Intangible Assets	Page 10
28	Business Plans: How to Produce a Workable and Convincing Business Plan	Page 10
June		
11	Abstracting and Summarizing Electronic Documents	Page 14
22	Knowledge Management	Page 13

ASLIB provides training and development for busy information professionals in key aspects of information work. We offer public courses and workshops, as well as on-site and distance programmes.

This directory includes concise summaries of our open, on-site and distance courses in the following areas:

- Business & Official Information Sources
- Cataloguing & Classification
- Copyright & Intellectual Property
- General Management & Communication Skills
- Information Governance
- Knowledge Management
- Library & Information Management Skills
- Web & Internet Skills

www.aslib.com/training

training@aslib.com

For more information about any aspect of ASLIB Training Services, please contact:

Diane Heath
Publications and Training Manager
ASLIB
Howard House
Wagon Lane
Bingley
BD16 1WA
UK

E-mail: training@aslib.com
Tel: +44 (0) 1274 785090
Web: www.aslib.com/training