

RUNNING AN EFFECTIVE INFORMATION SERVICE WITH LIMITED RESOURCES

With Tim Buckley Owen

Would you like this or any of our other courses delivered at your organisation? Please contact Aslib's Training Department at onsites@aslib.com for details.

Programme

09.45	Coffee and Registration
10.00	Introductions and welcome
10.15	What are you hoping to get out of today - and what can you contribute?
10.45	How do you identify your key users - and find out what they need?
11.15	<i>Coffee</i>
11.30	What kinds of information does your organisation need?
12.00	Your three key resources: money, time, intellect
12.15	How do you identify suitable sources - and what delivery medium should you use?
13.00	<i>Lunch</i>
13.45	How can you exploit your sources to provide useful information services?
14.15	Are you ready to deal with enquiries?
14.45	Is your service legal?
15.15	<i>Tea</i>
15.30	How do you persuade people to keep using your service?
16.00	How do you evaluate your success?
16.15	Final discussion and questions
16.30	Close