

## Mapping Organizational Knowledge W13

9:00 a.m. – 12:00 p.m.

**Seth Earley**, *President, Earley & Associates, Inc.*

When building systems that leverage and reuse knowledge, you need to start with a clear picture of where knowledge repositories lie and what various groups need in order to do their job. However, getting this map of knowledge and knowledge processes is difficult to do when using standard development sessions, individual interviews, and survey tools. The reason is that knowledge processes are more cultural than technical, so breaking through cultural, political and communication barriers is essential to success. In this half-day workshop, participants will learn a highly interactive technique for mapping knowledge and knowledge systems, defining user and customer knowledge needs, and creating vision and alignment behind KM efforts. The use of this technique is integrated with knowledge auditing procedures. The results of applying these techniques during KM projects will be a clear knowledge vision and a tactical road map for implementation. The team exercises applied in the workshop are particularly effective with multiple participants from your organization, so bring your colleagues.

## Legal Information for Non-Legal Professionals W14

9:00 a.m. – 12:00 p.m.

**Sabrina I. Pacifici**, *Owner, Editor, Publisher, Web Manager, LLRX.com*

Not everyone is a proficient legal researcher. Yet there are many times when a legal issue arises with a business, science, or even a humanities context. Even without full legal research experience, there are some basics that will help you understand when you can do the research and when you need to pass it along to a legal researcher — or a lawyer. Learn from long-time law librarian and the editor, publisher, and Webmaster of LLRX.com to do that occasional legal search with finesse. Understand how the legal system is structured so that you will pick the relevant sources. Identify the legal portals that will work for you as a non-legal research professional.

## Security Issues in the Workplace W15

9:00 a.m. – 12:00 p.m.

**Steven Albrecht**, *President, Baron Center, Inc.*

Incidents of workplace violence are in the press frequently, and concern us all. What are the warning signs of potential violence? What kinds of violence are really most frequent in the workplace? What can be done to diffuse a potentially violent situation before it escalates? Come hear the advice and insight provided by an expert in the field of workplace violence prevention.

Steven Albrecht is President of Baron Center, Inc., a San Diego based consulting firm, nationally recognized for its workplace violence prevention and intervention services and programs. He is internationally recognized for his expertise and experience in the areas of threat assessment and management, workplace violence, domestic violence in the workplace, stalking, and crisis management. His clients have included government, military, educational institutions as well as law firms, medical settings and Fortune 500 companies. Albrecht has written eleven books including: *Ticking Bombs: Defusing Violence in the Workplace*; *Crisis Management for Corporate Self-Defense*; and *Fear and Violence on the Job: Prevention Solutions for the Dangerous Workplace*.

## Performance Centered Business Models and Processes: Keys to Effective KM W16

1:30 p.m. – 4:30 p.m.

**Gloria Gery**, *Principal, Gery Associates*  
**Burton A. Huber**, *President and CEO, Ariel Performance Centered Systems, Inc.*

KM has become many things to many people. Finding ways to optimally capture and manage an organization's knowledge resources is critical. Once captured and stored, implementing these resources into the context of the work becomes the next major task for system designers and developers. A design and architecture with a focus on end user performance is perhaps the most effective way to achieve these goals. Real world examples and case studies demonstrate the value of this approach. Our findings indicate one key principal: the power of KM is directly proportional to the level with which performance design is integrated into the tasks of the end user. Learning is a function of doing — it only makes sense to provide users with the knowledge resources they need to complete tasks at hand. Learn how organizations from Fortune 500 companies to small Internet start-ups are leveraging KM designs into effective performance centered systems that provide real value and have a definite business impact.

## Making the Most of Free Patent Resources W17

1:30 p.m. – 4:30 p.m.

**Donna Hopkins**, *Librarian, Rensselaer Polytechnic Institute*

As patent sources move from free to fee — just look at Delphion — some researchers have become discouraged about searching this very important intellectual property information. But there are free sources still remaining. Learn where to go for patent and trademark searches and obtain actual documents, both U.S. and non U.S.— for free. Keep in mind, also, that patents are not just for inventors, but great for competitive intelligence, because they provide a unique view of a company, industry, or individual. You will learn:

- How to perform a variety of patent searches (inventor, assignee, classification) in free Web databases.
- What the differences are between patents and trademarks and how they dovetail.
- How to use patents to help define a picture of a company or technology.

## Searcher's Academy W18

9:00 a.m. – 4:30 p.m.

**FULL DAY**

**Host:** **Mary Ellen Bates**, *Bates Information Services*,  
**Gary Price**, *Co-Author, The Invisible Web, Creator of Price's List of Lists & Direct Search*  
**Chris Sherman**, *Co-Author, The Invisible Web*  
**Bill Spence**, *Chief Technology Officer, Information Today*  
**Ran Hock**, *Online Strategies & Author of The Extreme Searcher's Guide to Web Search Engines*

Want to sharpen your skills? Learn from the experts? Join search veterans, authors, and columnists from *Searcher* magazine and the "Super Searcher" series of books to learn the latest strategies and techniques for searching online. Offered for the first time on the East Coast, this day-long event introduces you to the experts who share their searching secrets and expertise. Participants should have basic experience with Web searching, but even searchers with extensive Internet background will find something to polish and advance their skills. Discussion topics include:

## Postconference Workshops — Friday, May 17

- Search Engine Mechanics: Pop the hood and look into the mechanics of all types of search engines. Join our search engine grease monkey to learn the secrets of supersearching.
- General Web Search Engines: How to use them.
- Browser Basics and Beyond: Tired of living under the Pareto rule — 20% of features get 80% of the usage? Find out what all those other browser features can do for you, the ones you barely know exist. Discover keyboard short cuts and other productivity enhancements.
- Cool Search Tools
- Practical Research Tips and Techniques
- Choosing the Right Search Engine: When to use which, the value of advanced search features, trends in their development and stability
- Ask an Expert: An interactive discussion including a favorite tip, target Web source, or advanced technique from each of the faculty, as well as a chance to ask any questions still unasked or unanswered.

Join us for a stimulating day with the experts.

## Cross-Tracking at **InfoToday** 2002

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### Monday

**W5:** Know the Top 5 Search Engines, *Ran Hock*

**W10:** Search Engines Extravaganza, *Greg Notess*

### Tuesday

**TRACK B:** Secrets of the Hidden Web, *Price & Sherman*

### Wednesday

**TRACKS E & F:** Users and Search Engines

### Thursday

**TRACKS B & E:** Web & Portal Design

### Friday

**W18:** Searcher's Academy

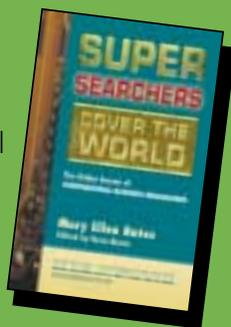
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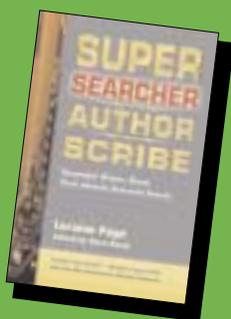
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