

## UKeiG Training Sessions Update

### When the going gets tough the tough, get training from UKeiG

UKeiG are pleased to announce their training courses for the first half of 2011. During such tough times, training is vital for information staff and not an expendable luxury. Recognising this, UKeiG have put together some practical, affordable and, indeed, innovative training courses, which aim to play a major role in addressing some of the challenges created by the current economic slowdown. The courses include:

- **Effectively influencing your Stakeholders: powerful techniques for marketing AND change management**

Knowing how to effectively influence your stakeholders (users, senior management, budget holders, service providers, customers or collaborators) is essential in raising the profile of your Information service and ensuring changes in the delivery of e-information are successfully implemented.

Run by two experienced trainers, Shaida Dorabjee ([www.sdis.co.uk](http://www.sdis.co.uk)) and Elizabeth Goodman ([www.riverrhee.com](http://www.riverrhee.com)), they use well-tested techniques to help you develop skills in influencing your stakeholders. This course will use key components of change management and marketing to illustrate the techniques in a participative and practical day. A must for all in these challenging times.

- **Getting to grips with developing and managing ebook collections in challenging times**

With dwindling monograph budgets and demanding users, managing and developing effective ebook collections is even more essential during an economic recession. This introductory course opens the door to a new electronic format, and is designed to support information professionals to set up ebook collections. The course explores individual and collections of ebooks and the opportunities they offer, and explores significant collection management and promotional issues that challenge information and library staff, especially in times of economic constraints. Practical exercises to support the training form an integral part to this course.

Chris Armstrong and Ray Lonsdale have been working and offering courses in the field of ebooks, e-resources and collection management for the past 14 years, both in the UK and abroad. Both are renowned for their expertise in ebooks.

Other forthcoming courses include

- Desktop Intranets: examining the potential demand for mobile access by Martin White

- Bringing Google to heel: getting the most from Google by Karen Blakeman

A date for your diary is the 2011 Annual Seminar and AGM set for Wednesday 15 June. Watch out for more details in the next issue of Elucidate. Check the website at <http://www.ukeig.org.uk/training> for the latest information to help your e-information organisation through the cuts.