

**Because you're worth it -  
Demonstrating the value and impact of your information service**

**ISG London & South East seminar – Tuesday 10<sup>th</sup> November 2009 at CILIP HQ, London**

We know and you know. Your users probably know too. But do the people who hold the purse strings know?

In hard times, information services are seen as an easy option to cut; they seem expensive, and for what? It's not like dustbins emptied or improved sales is it?

Certainly information services need to mobilise their users and convince them of their value so that when things get difficult there is an outcry against losing them. But they also need to find ways to become valuable to their managers, in ways those managers understand - and that means cash value as well as social value.

This seminar will look at the issues and methods you can adopt for demonstrating the value of your service and also explore how reference and information services are adapting to changing user demands and management priorities to ensure ongoing relevance and resilience.

9:30am Introduction and overview (Tim Buckley Owen)

9.45am Evaluation: theory and methods (Claire Creaser, Director – Libraries & Information Statistical Unit, Loughborough University)

10.30am Society of Chief Librarians (SE) Survey of Reference Services – Helen Bowlt – Chair ISG National).

11am Coffee

11.30am CILIP Campaign Toolkit (Lyndsay Rees-Jones, CILIP Senior Adviser)

12pm Demonstrating contribution to local priorities: Evidencing contribution to wider outcomes, capturing impact and supporting the delivery of Local Area Agreement targets (Jenny Ngyou, Policy Adviser: Communications and Local Government at the MLA)

12.30pm Summary and discussion (Tim Buckley Owen)

1pm Lunch

2pm Case studies: how reference and information services are adapting Hampshire County Libraries (Terry Firth – Information Services Manager); Kent County Libraries (Christel Pobgee – Information Services Manager); Westminster Libraries & Archives (Susanna Barnes – Information Services & Archives Manager)

3pm Tea

3.20pm Break out sessions – group discussions and report back (Tim Buckley Owen)

4.20pm Summary and final questions (Tim Buckley Owen)

4.30pm End of the day

Course fee: £80.50 (£70 plus £10.50 VAT) for ISG members or £92 (£80 plus £12 VAT) for non ISG members.

To discuss the contents of the course and to book a place, please contact Anne Hayward [hayward.anne@gmail.com](mailto:hayward.anne@gmail.com) or telephone John Proctor 020 8852 4538.