

SEARCH AND CONNECT: Librarian Essentials for Success

March 13, 2015
12:30-6:00 PM
Perkins Coie LLP
Seattle, WA

Bryan Rutberg
Professional speaking coach

Dr. Daniel Russell
Research Scientist at Google

Professor Penny Hazelton
University of Washington

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Program

12:30

Registration

1:00

Bryan Rutberg

2:50

Dan Russell

4:35

Penny Hazelton

5:00

Reception

Registration

Register at: <http://goo.gl/oxqhJC>

Registration Costs:

* LLOPS, WestPac, and AALL
Members: \$60

* Student, Retired, or Lifetime
Members: \$50

* Non-Members: \$75

Payment via Paypal or check.

Create, Communicate, and Connect

Bryan Rutberg

Whether you are presenting to an academic audience or leaders at your firm, or providing training to staff, you want to make your message understandable, memorable, and effective. Professional speaking coach Bryan Rutberg will share a mix of lecture, exercises, and Q&A to help all of us become better public speakers.

In a fast-moving and interactive session, you'll learn and practice key public speaking skills –

- assessing your audience and building your remarks to their perspective
- elements of storytelling with purpose
- using voice, hands, and body to engage your audience
- guidelines for speaking to small and large groups
- tips for creating memorable graphics
- and more

Come prepared to have fun and build your skills!



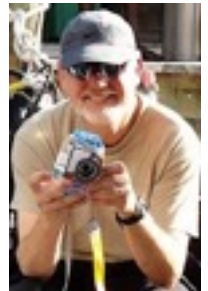
Bryan Rutberg's work and his passion is connecting leaders and their organizations to their most important audiences – customers, partners, and employees – in print, online, and in person. Bryan runs the Communications Practice for Seattle-based boutique consulting firm AG Consulting Partners, working with clients ranging from corporate executives to entrepreneurs and authors to develop clear, compelling messages, and to deliver them with passion and skill. He likes working with teams to create messaging frameworks and communications plans, and coaching individuals and small groups on great public speaking skills.

Getting more out of your Google searching: 10 weird tactics you won't believe

Dan Russell

While everyone uses Google for their everyday searching, not everyone knows the depth and breadth of what Google searching can uncover. Dan Russell will share with us a set of capabilities we should know, and the skills we need to use them effectively. He will touch on the legal content of Google Scholar (and when you should use it in your research), as well as the content available through Google Books, Google News, and the News Archives. He'll also cover some of the more advanced operators that let you zoom in on exactly what you're searching for - be it in regular web content, or in different kinds of collections (such as social media content). Finally, he'll wrap up with a few very advanced capabilities, such as the way to find and analyze data sets with Google tools.

Daniel Russell is a research scientist at Google where has been working in the area of search quality, with a focus on understanding what makes Google users happy, skilled and competent in their use of web search. He is sometimes called a search anthropologist because of his focus on understanding how people use the tools of technology to amplify their intelligence. But his research methods draw equally on ethnography and field work, lab studies, classical usability analysis, eye tracking experiments and large-scale logs analysis.



Closing Session

Penny Hazelton

Hazelton will help attendees synthesize Rutberg's and Russell's teachings, and suggest ways to integrate new skills learned into law library operations.

Hazelton manages the Marian Gould Gallagher Law Library and the Computing Services Department of the UW School of Law. In addition to her administrative duties, she teaches legal research, has taught Indian Law, and teaches in the UW Information School.