



Joint Spring Workshop

"Strategic Communications: Technology, Generations and Cultures"

Date

Wednesday
April 24, 2013

Time

9:00 a.m. - 4:00 p.m.

Place

Library of Congress
Madison Building
Mumford Room

Metro and Directions

Blue & Orange Lines,
Capitol South

Sponsor

DC/SLA, LLSDC, DCLA,
FEDLINK

Information

Call FLICC (202) 707-4848

TTY (202) 707-4995

Request ADA

Accommodations five business days in advance at ADA@loc.gov.

Registration

Registration

\$60.00 – FT Payments

Includes continental breakfast and lunch.

[Email](mailto:Elinda.Harris@loc.gov) Elinda Harris Deans to register. Registration deadline April 15, 2013.

Cancellations

Please notify FEDLINK at (202) 707-4848 if you cannot attend to allow those on the waiting list an opportunity to register.

As information professionals, we communicate with our users, staff, C-Level, patrons, and each other every day with a myriad of technological devices, languages, infographics, styles and tones. Why does it feel like we are all talking at cross-purposes? Whether communicating your value to a VIP or just trying to stay in touch with your multi-generational staff, speaking across cultures, generations and technology platforms while still adhering to the strategic goals of your library and parent organization, can be formidable. This workshop will present a variety of different communication challenges (either generational, intercultural or via technology) and will look at methods to strategically navigate them to get your message across. It will also help you hear and understand the communications and motivations of others more effectively.

SPEAKERS:

Lee Rainie - Pew Research Center's Internet & American Life Project

Jamie Gelbtuch – Founder and Principal Consultant of Cultural Mixology , a company that "designs, delivers, and facilitates cross-cultural and language training programs in academic, business, and expatriate environments."

Kerry Keegan – Author of "X, Y and Z are Call Numbers, Not Co-workers: Communicating Through Generational Differences"

Continental breakfast and lunch are included.

