

ONLINE ON TOUR IN DARWIN

presents

Power Searching with the Pros (*Second notice*)

Mary Ellen Bates and Chris Sherman
Web Search Pacific

February 18 2005 \$325 for members \$395 for non members

At Casuarina Campus
Charles Darwin University

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How much time can you spare for finding rubbish?

What could the future be for you if you are able to search for information as skillfully and as quickly as the top information professionals can? What do you need to be "Ahead of the Game"? This 1-day event brings together two of the top professional searchers in the world to share with you their secrets of how you, too, can be Super Searchers.

What is Web Search Pacific?

Web Search Pacific is a concept developed by Mary Ellen Bates of Bates Information Service, Denver, Chris Sherman of Searchwise, Denver, and Elizabeth Swan of Information Edge, Sydney in 2003 to facilitate access to high quality training for professionals on how to exploit the Web to obtain information you can rely upon, and to learn when to go beyond the Web. Since then many librarians throughout Australia and New Zealand have responded very positively to the training.

Who should attend?

Everyone who needs good quality information as part of their work should attend this workshop --researchers, scientists, bankers, engineers, lecturers, IT professionals, journalists, lawyers, PR consultants, architects, police, CI specialists, intelligence officers, librarians, advertisers, strategic planners and ... you?

What will you learn from ONLINE ON TOUR IN DARWIN?

- The advanced tools and skills needed to search online information resources more efficiently and effectively to save time and money every single day in your job
- Insight into how search engines are constructed and their strengths and limitations

- Practical tips and techniques for using the fee-based online services
- Unique strategies and tactics for searching the Invisible Web estimated to be between 2 and 50 times larger than the part of the Web indexed by search engines

What will Power Searching with the Pros cover?

9.00 -10.30 **Search Engine Mechanics** - how search engines work, how they find results, the differences between the major engines and some of the power tools available.

10.30 -11.00 Morning Tea

11.00 -1.00 **The Invisible Web** – what is it, where is it and strategies and tactics for finding the web's vast, hidden, high quality information resources

1.00 -2.00 Luncheon

2.00 -3.30 **Misinformation on the Web** – how to spot fraud and deception on the web, and how to review web sites for authenticity

3.30 -4.00 Afternoon Tea

4.00 -5.00 **Free or Fee?** Decision points for when to pay for information – a critical comparison of web-based vs. traditional online services.

Who are the Presenters?

Mary Ellen Bates is the owner of Bates Information Services in Boulder, Colorado, providing business research to business professionals, and consulting services to the information industry. Mary Ellen worked in specialised libraries for over 10 years before starting her own business in 1991. She has been an online searcher since the late 1970s. Bates is a frequent writer and popular international speaker on the information industry. She has keynoted at conferences around the world. She is the author of six books, including *Building and Running a Successful Research Business*, *Super Searchers Cover the World*, *Mining for Gold on the Internet*, *Researching Online for Dummies*, *Super Searchers Do Business*, and *The Online Deskbook*. More information can be found at www.BatesInfo.com

Chris Sherman is President of a Colorado-based Web consulting firm called Searchwise, and Editor of SearchDay, a daily newsletter from SearchEngineWatch.com. He is a regular contributor to Information Today, Online, EContent and other information industry journals. He is a regular contributor to Information Today, Online, EContent and other information industry journals. Chris is a frequent presenter at information industry conferences and workshops, and is a Web Search University faculty member. He is the coauthor (with Gary Price) of *The Invisible Web: Uncovering Information Sources Search Engines Can't See* from CyberAge Books and his new book *Google Power: Unleash the Full Potential* will be published by McGraw Hill Osborne in February 2005. Chris' clients have included International Data Corporation, Accenture, Motorola, LeviStrauss, Ortho Biotech, Porsche, Caltex, United Technologies, and the Scripps Clinic. From 1998 to 2001, he was the Web Search Guide for About.com. More information can be found at www.searchwise.net

What Delegates have said about Power Searching with the Pros

"Both speakers were fantastic --entertaining and informative. Very valuable information."

"Best value for money seminar I've attended in a long time."

"Information packed, presented very professionally and clearly."

"Inspiring and very friendly --thank you!"

"...the kinds of insights only possible when someone has great depth and breadth of knowledge of an industry."

Registration form

(Payment **cannot** be made on the day)

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