

Workshop Title

Competitive Intelligence as a method in Library context

Scope

The primary scope of this workshop is an in-depth discussion and exchange of ideas related to the competitive intelligence (CI) and its potential relationship to the library context and any other information environment. The discussion will follow two paths: 1) the CI as a method used by libraries and information professionals and 2) The library/ information center acting as a CI itself.

Rationale of the workshop

- Libraries are always challenged by new mediums of information and therefore the number of the potential users of the libraries might decrease, if the library could not cope with the needs and requirements of the users.
- The CI could thus be regarded as a tool for determining library's rivals and plan for enhancing the library's impact on one hand.
- On the other hand, the CI cycle itself could be mapped on libraries objectives in an organization.
- Dramatic changes in our economy, due to the nature of current information age and information technology revolution, have led to a dynamic and unsustainable condition which makes libraries need competition analysis in order to survive and develop.

Topics

- **Part A:** CI initiation in Libraries and other information centers
It is needless to say that information is always needed by human kind and if they don't come to the libraries, it is likely that they are satisfying their information needs through other ways and if this trend is not altered in near future libraries would face serious problems which might lead to their obsolescence.
 - An Introduction to CI
 - Gathering and validating CI data
 - Analyzing the collected data
 - Auctioning the data
- **Part B:** Using CI to serve the library's parent organization
Libraries and information centers are cores of information management in their respective organizations and due to the fact that information professionals in these types of libraries and information centers aim at acting in service of the organization, the library could become a hub for providing any useful information (even the

competitive information). To this end, information centers processes have so many similarities with CI units in their organizations.

- CI in organizations
- Libraries in different organizations
- Mapping CI on information/knowledge management
- What would be the requirements

Outcomes

The topic have long been discussed in literature yet this workshop enables the attendees to brainstorm on this matter, understanding it (including Key Intelligence Topic and etc.) and gives them an insight to applying the concept of CI in whichever way that suites their respective organization.

Another outcome of this workshop would be a list of to Do's and Don'ts in this regard which can be taken home as a handy reminder in initiating CI.

Target Audience

Specifically librarians and information professionals currently working in different departments of libraries, and also educators and lecturers specifically engaged in the field of Special Libraries are considered the main target audience of this workshop. Yet the workshop is open to students and those who are interested in incorporating the concept in LIS curriculum.

Required Equipment

Whiteboard; board markers; video projector; sticky notes in different colors.

Workshop presenter

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