

***Effective E-Reference Encounters:
Achieving Service Excellence in the Live Chat Environment***
Presenter: Marie L. Radford, Ph.D., Rutgers University

Wednesday, March 19, 2008

12:30 - 1:30 p.m.

Free to attend / No registration necessary

**This workshop will take place following the
Maryland AskUsNow! 5 Year Anniversary Celebration (10:30 a.m. - 12:00 p.m.)**

Anne Arundel County Public Library, West County Area Library Branch

1325 Annapolis Road, Odenton, MD 21113

Library phone: 410-222-6277

Directions: http://www.aacpl.net/branch_info/wco.htm

Workshop Description:

This interactive workshop will provide you with the interpersonal skills you need to understand the chat environment and to develop your chat savvy. Analysis of chat reference transcripts reveals that many interpersonal dimensions important to face-to-face reference success are present (although perhaps seeming to be a bit foreign at first) in the chat environment. These include: techniques for rapport building, relationship development, face-saving, greeting and closing rituals and more.

Sample chat transcripts will be discussed and critiqued with focus on interpersonal aspects. Expect an informative and fun session that will improve your developing chat skills and enable you to develop confidence and be more relaxed during chat encounters.

Learning Outcomes. Participants will be eligible for .1 hour of Continuing Education Credit. Upon completion of this workshop participants should be able to:

- Use strategies to establish and maintain rapport with VR users of various ages.
- Improve rapport with younger users – “Screenagers”
- Compensate for lack of nonverbal communication cues.
- Understand when and how to be less formal while maintaining professional standards.
- Recognize when users need reassurance and know how to provide it.
- Provide positive closure and avoid ending on a negative note.
- Understand how interpersonal aspects affect success, effectiveness, and efficiency.
- Use chat skills to boost accuracy.
- Use chat strategies to increase user satisfaction.
- Increase accuracy by knowing when and how to use question clarification.

For more information about this workshop or the Maryland AskUsNow! 5 Year Anniversary Celebration please contact Joe Thompson, AskUsNow! Project Coordinator at jthomps@bcpl.net or 410-887-6124.

