



Advanced Internet Searching for Energy Information and Market Research

to be held at

**The Energy Institute, 61 New Cavendish Street, London W1G 7AR
Thursday 13 May 2010, 2-5pm (1-2pm buffet lunch)**

Speaker: **Karen Blakeman**

A practical advanced Internet searching and market research on the web half-day workshop to help you save time and money for your business by learning to use the Internet more effectively.

Karen Blakeman will cover advanced Internet search techniques and provide practical market research guidance, using some energy related examples. You are welcome to bring your laptop (wi-fi capability required) to try out Karen's expert tips and tricks as she demonstrates them. By the end of the day, participants will have a vital toolkit to help them search more effectively, including key search tools, comparisons, top tips and essential search techniques.

Karen has worked in the information profession since 1978 and became a freelance consultant in 1989. Her company (RBA Information Services) provides training and consultancy on the use of the Internet for business, social and collaborative web tools, and on accessing and managing information resources.

Topics to be covered include:

- Different types of search tools and how they work
- Web 2.0 resources, mashups, people search
- Using search engines to find market data - tips and tricks
- How to assess and evaluate the quality of the information



(All details are correct at time of going to press, but IFEG reserves the right to make alterations if necessary)

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www.kbr.com

Attendance: free for IFEG members, £30 inc VAT for EI members or £50 inc VAT for non-IFEG/EI members (including buffet lunch)

If you wish to attend, please return by Monday 10 May to:

Emily Heath, IFEG Secretary, Energy Institute, 61 New Cavendish Street, LONDON W1G 7AR
Tel: 020 7467 7115 Fax: 020 7255 1472 E-mail: eh Heath@energyinst.org.uk

Costs (including lunch and refreshments):

IFEG members: free
EI members: £30 inc VAT
Non-EI members: £50 inc VAT
Join IFEG for special discount rate: £15 extra (IFEG membership normally £25 annually)

I will/I will not be arriving in time for lunch (please delete as necessary)

Please specify any special dietary requirements.....

I am/am not a member of IFEG/EI (please delete as necessary)

I would like to join IFEG and pay £15 extra

Name(s): _____

Organisation: _____

Address: _____

Telephone number: _____

Fax number: _____

E-mail address: _____

Payment details:

I enclose a cheque made payable to ENERGY INSTITUTE

Please charge my/our credit card in payment (alternatively phone Emily Heath on 020 7467 7115 to pay)

£30 (EI members) £50 (Non-EI members) £45 (EI members joining IFEG) £65 (Non-EI members joining IFEG)

Master Card Visa Access Diners

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