



# ARMA PEI Chapter *Presents*

## Strategic Planning for Records and Information Management Professionals

Implementing a strategic plan provides direction and momentum, prioritizes activities to make the most of limited resources, and raises the visibility of Information Management. But if you don't plan to measure the performance of your Information Management strategy, how can you ensure it delivers the promised results? Speaker Sheila Taylor, CRM, shares her extensive knowledge on the Information Management strategic planning process.

Please join us **Friday, May 3rd, 9:00 am to 3:30 pm**  
*Holland College Centre for Applied Science and Technology*  
3rd floor, Room 318, 300 Kent Street, Charlottetown



Sheila Taylor, CRM, has more than 20 years of records and information management experience as a consultant, practitioner and educator.

Since 1999, as Partner & CEO of

After attending this interactive session, you'll be ready to:

1. Apply the steps in the strategic planning process to draft an information management strategic plan for your organization.
2. Differentiate between a strategic plan and an operational plan.
3. Recognize the importance of measuring information management strategy performance.
4. Develop and implement performance measures to support the successful implementation of an information management strategy.

Ergo Information Consulting, she has worked with many public, private, and not-for-profit clients to conduct RIM needs assessments, prepare RIM strategies, develop and implement new RIM programs, and review/assess and expand existing RIM programs.

For more than 13 years, she has taught in the records management certificate programs at The iSchool Institute of the University of Toronto's Faculty of Information. Ms. Taylor is currently a member of various ARMA International task forces and working groups.

### REGISTRATION DEADLINE: Tuesday, April 30th, 2013

#### Seminar Fees:

- Member: \$100 (ARMA, CIPS, ACA, CALIS)
- Non-member: \$125
- Student (with ID): \$75

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Registration** starts 8:30 am

**Seminar** runs 9:00 am to 3:30 pm (lunch provided)

**Nutrition Break** at 10 am (coffee/tea provided)

*Cancellation: Refunds will only be given if notified 48 hours prior to event*

### Method of Payment

- Cheque
- Bill me

**Signature:** \_\_\_\_\_

To register, please call, mail, email, or fax completed registration form and payment to:

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