

## PIUG 2013 Annual Conference Workshop

### Soft skills and squidgy answers: the importance of presenting useable search output to the client

#### Time and location

Saturday, April 27: 8::00am – noon; Magnolia B

#### Abstract

Effective search work does not consist solely of good database knowledge and search skills; in today's search environment, it is also an important skill to be able to explain to your client what the answers mean, and to present them in a form which enables the client to make informed decisions. Whilst there is no shortage of post-search analysis methods and software, they are clearly not always optimised for use with patent information. This session will address some of the underlying principles of data visualisations and the psychology of communication, in order to help the patent information specialist to communicate effectively the impact of what they have found.

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#### Presenter

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Stephen Adams completed a B.Sc. degree in Chemistry at the University of Bristol, UK, followed by an M.Sc. in Information Science from The City University, London, UK. For a number of years, he worked as a technical information searcher in the field of food science at the UK Ministry of Agriculture, Fisheries & Food. Following a period as editor of "International Packaging Abstracts" at Pira International, he moved to ICI Agrochemicals (later Zeneca Agrochemicals) to become their principal patent searcher in 1988. He founded Magister Limited in 1997.

Stephen served as the first non-US "Director at Large" for the Patent Information Users Group (PIUG Inc) between 2002 and 2006. He received a Special Recognition Award from the PIUG in May 2008. The citation recorded that this was in Recognition of:

- Stephen's Tireless Service to PIUG,
- Ten Years of Excellent Patent Searching Workshops,
- Membership of the PIUG Board of Directors 2002 to 2006,
- Having been voted Favorite Speaker Countless Times

Stephen is a member of the Association of Independent Information Professionals ([AIIP](#)) and is on the editorial board of [World Patent Information](#), The International Journal for Industrial Property Documentation, Information, Classification and Statistics.