HEATHER HEDDEN

TAXONOMY AND METADATA DESIGN

ONLINE LIVE STREAMING

APRIL 7-8, 2022

DUE TO TIME ZONES, THIS CLASS WILL TAKE PLACE IN THE AFTERNOON
FROM 2 PM TO 6 PM ITALIAN TIME

About this seminar

A core part of a knowledge management or content management plan is an integrated taxonomy and metadata strategy. Content that is tagged with metadata, supported by a taxonomy, becomes more manageable, findable, discoverable, and sharable. Metadata is broader than a taxonomy, but a taxonomy is deeper than metadata alone. Taxonomies and descriptive metadata should be designed in combination. Taxonomies and metadata also need to be designed to best represent the unique content set and its particular users. A licensed taxonomy from an external source is rarely appropriate.

This one-day seminar provides the basics in best practices for designing and building a taxonomy and a broader descriptive metadata schema that supports findability and discoverabilty.

This seminar considers all implementation of metadata and taxonomies, whether for internal/enterprise knowledge management or for customer-facing web content management, whether for manual or auto-tagging, and whether in a content management system, document management system, digital asset management system, SharePoint, or an internally developed database.

BENEFITS OF ATTENDING

• The types, benefits, uses of taxonomies
• How to determine what kind of taxonomy is right for your implementation
• What resources to use in developing a taxonomy
• How to design a set of metadata properties that will be appropriately usable and useful
• How to develop taxonomy terms/metadata values and synonyms that best serve the users
• How to correctly structure hierarchical relationships between taxonomy terms
• How to design a faceted taxonomy with consideration of the user interface
• What should be included in a taxonomy/metadata governance plan
• What software tools are available for taxonomy management

AUDIENCE

• Knowledge managers
• Content managers
• Information managers
• Digital asset managers
• Knowledge architects
• Information architects
• Librarians
• Records managers
• Archivists
• Search specialists
• User experience designers
• New taxonomists
• Any IT managers or business managers overseeing a taxonomy project

Outline

1. Introduction to Metadata and Controlled Vocabularies

• Definitions
• Types, Examples, and Uses
• Standards and Models

2. Tagging and Categorizing

• Tagging
• Categorizing
• Categories vs. Tags
• Auto-Classification

3. Planning and Design of Metadata and Taxonomy

• Building vs. Buying a Taxonomy
• Identifying Candidate Metadata and Vocabularies
• Determining Controlled Vocabulary Types
• Determining Metadata Rules and Governance
• Testing Controlled Vocabularies

4. Developing Terms and Relationships

• Creating and Wording of Terms
• Creating Synonyms
• Creating Hierarchical Relationships

5. Taxonomy Structural Design

• Hierarchical Taxonomy Design
• Faceted Taxonomy Design

6. Taxonomy Implementations

• Testing and Validation
• User Interface Displays
• Integration with Search
• Multilingual Taxonomies
• Interoperability and Mapping

7. Taxonomy Management Software

8. Resources

INFORMATION

PARTICIPATION FEE

€ 600
The fee includes all seminar documentation.

SEMINAR TIMETABLE

2.00 pm - 6.00 pm (Italian time)

HOW TO REGISTER

You must send the registration form with the receipt of the payment to: info@technologytransfer.it

TECHNOLOGY TRANSFER S.r.l.
Piazza Cavour, 3 - 00193 Rome (Italy)
Fax +39-06-6871102

PAYMENT

Wire transfer to:
Technology Transfer S.r.l.
Banca: Cariparma
Agenzia 1 di Roma
IBAN Code:
IT 03 W 06230 03202 000057031348
BIC/SWIFT: CRPPIT2P546

GENERAL CONDITIONS

DISCOUNT

The participants who will register 30 days before the seminar are entitled to a 5% discount.

If a company registers 5 participants to the same seminar, it will pay only for 4.

Those who benefit of this discount are not entitled to other discounts for the same seminar.

CANCELLATION POLICY

A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.

CANCELLATION LIABILITY

In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.

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April 7-8, 2022

Registration fee:
€ 600

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name ....

surname ....

job title ....

organisation ....

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postcode ....

city ....

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Stamp and signature

*Send your registration form
with the receipt of the payment to:*
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SPEAKER

Heather Hedden has been a taxonomist in various roles for 24 years. She is currently a senior vocabulary editor at Gale/Cengage, where she edits the subject thesaurus for library research databases and develops discipline taxonomies for online educational content. She is also a taxonomy consultant through her own business, Hedden Information Management, designing taxonomies for both web and internal content management. Previously, Ms. Hedden was the taxonomist at an enterprise search engine software developer, taxonomy manager for SharePoint document management at a wind energy company, and an instructor at Simmons University School of Library and Information Science. She has given full-day and half-day conference workshops on taxonomies at numerous conferences. Ms. Hedden is the author of **The Accidental Taxonomist**, 2nd ed. (Information Today Inc., 2016).