

AIIM First Canadian Chapter is excited to offer four educational workshops in 2015 that will provide your organization with the building blocks to better manage your content. Delivered by industry specialists within leading ECM firms, these sessions will provide valuable insight to common challenges faced by organizations like yours, best practices on how to address, and steps to get there.

**This is the last workshop in the four-part series, which will be presented by Rob Hanna, on Metadata and Taxonomies for Organizing Your Content.**

### **Metadata Matters**

Metadata is all around us. Most of us rely on it to file, store, manage, sort, and retrieve the content we use every day. Metadata provides the intelligence content needs to meet the increasingly complex demands on our enterprise information. While it is everywhere it is mostly invisible and consequently poorly understood.

Separating concepts of metadata, content, and data can be a difficult task for those of us required to manage it. Understanding how much is too much, or too little, metadata is a challenge for those of us required to plan and implement new collections of content. Managing the metadata after it has been deployed is too often neglected resulting in gradual breakdown of managed content.

Attend this session and explore the unseen world of metadata. Learn essential concepts about metadata and taxonomies used to organize metadata. Discuss the role standards play in the design of metadata and controlled vocabularies. Start to formulate strategies and tactics to take control of your metadata.

### **PROGRAM INFORMATION**

Date: Wednesday, April 29, 2015

Registration: 8:00 – 9:00 a.m.

Seminar: 9:00 - 10:15 a.m.

Networking: 10:15 - 10:45 a.m.

Location: The National Club, 303 Bay Street, Toronto, Ontario

Cost per Workshop: \$35 AIIM Members / \$45 Non-AIIM Members

**DRESS CODE:** The National Club requires business casual dress. No jeans, runners, shorts or logo golf shirts are allowed.

To register, please [click here](http://aiimapr292015.eventbrite.ca) or cut and paste this link: <http://aiimapr292015.eventbrite.ca>



## Rob Hanna

Rob Hanna, ECMs is a professional technical communicator, information architect, and leading expert in structured authoring and content management. He teaches metadata and controlled vocabularies at the University of Toronto, School of Continuing Studies.

Rob is president and chief information architect at Ascan Information Architects Limited. He serves as an executive member of AIIM's First Canadian Chapter and is a past national director of the Society for Technical Communicator (STC) and vice-chair for the STC Certification Commission.

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