



FASHIONING LIKE TO YOUR LIKING

FINDINGS OF THE LIKE SURVEY 2011

LIKE's 600 members were asked to complete a short survey – providing guidance on the choice of events, speakers and venues for the coming months.

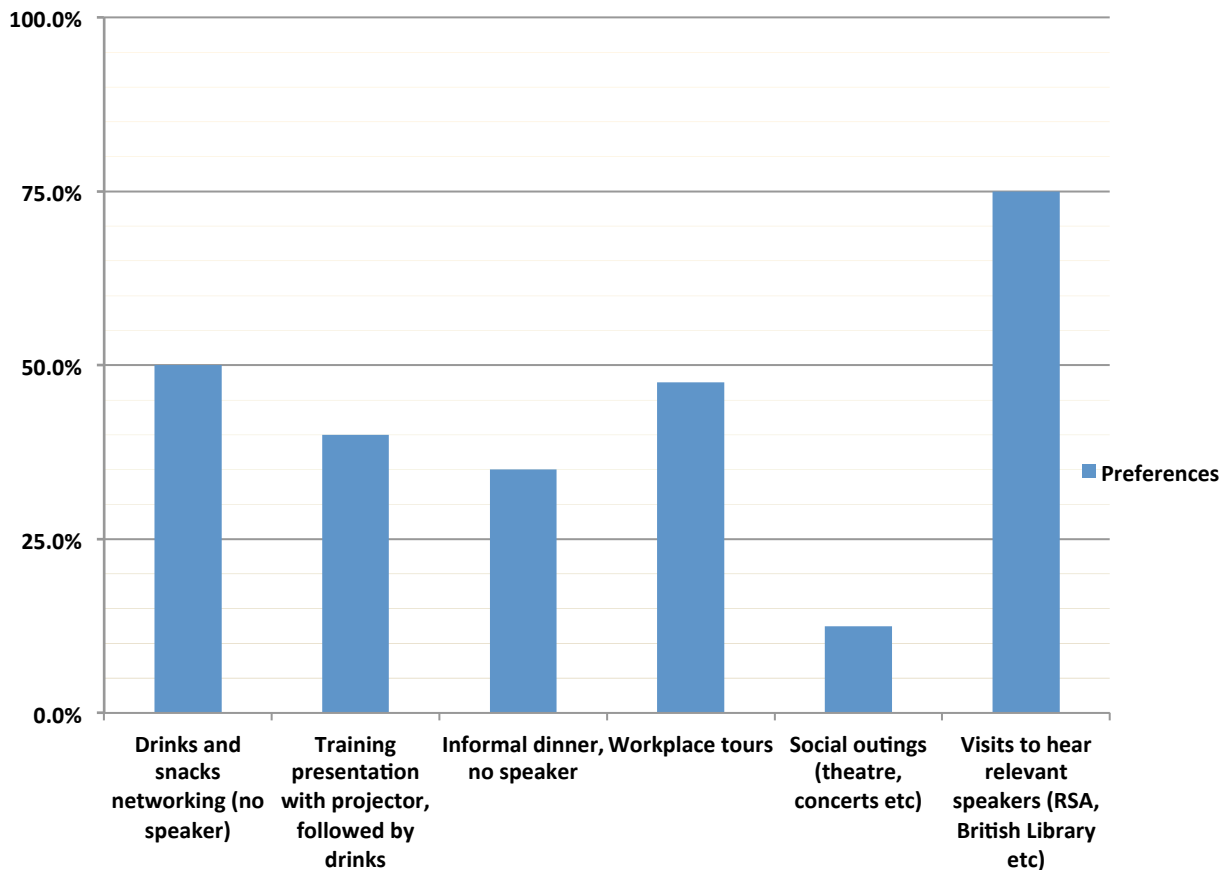
44 people responded to the request to answer the eight questions and, as promised, the results are being acted upon: informing LIKE's plans and activities for autumn and winter, and beyond.

There were excellent suggestions for topics – ranging from issues such as managing change, influencing decision-makers and working with IT departments to Enterprise 2.0 and social media, information architecture and management and, perhaps inevitably, making SharePoint work.

A number of expert speakers were also suggested. We've married up their names with the topics you want us to explore, and are already approaching the first of the speakers as we line up the autumn/winter schedule. Please keep an eye on the website (<http://www.likenews.org.uk/>) and LIKE's LinkedIn group page for the event announcements.

We asked: “What alternative formats (to speaker + dinner) would you like us to explore?” and this was the outcome:

Alternative LIKE events



....and this is the plan those results prompted:

- We will aim to hold **7** LIKE Dinners with Speakers per year (including, when feasible, training presentations)
- We'll plan **4** Social events per year (including a festive LIKE get-together)
- We will ask those LIKE members who work in interesting places, and are able to accommodate us, to conduct workplace tours ([Richard Nelsson](#) was the first to oblige, with a fascinating exploration of the Guardian offices on 28th July)
- Rather than try to formally organise visits to the RSA or the British Library, we will make sure that interesting events are promoted on our LinkedIn group page and the [LIKE](#) website. We'll ask all LIKE members to contribute to this 'event calendar', and those who are attending events will liaise (via LinkedIn) and meet up.
- We will plan **1** Symposium (or Seminar or Conference) a year. The first will be held in 2012 – more news on that as soon as we have some to share.

We asked for suggestions for alternative venues to the Crown Tavern (in case we need to relocate, or want to use an alternative space for a particular event). Most people are very happy with our regular location: *“The current venue works well”, “The Crown is ideal”, “It would be difficult to find somewhere as good as the Crown”*. We did, however, get a number of names of possible alternatives which we will check out and report back on. Thank you.

The responses to **What would YOU like to do in/for LIKE?** were fantastic! LIKE now has an enviable pool of talent to draw on when organising and hosting events, and looking for expert speakers. In addition, ten people said they would be happy to help author a LIKE newsletter.

Those who were kind enough to add their contact details at the bottom of the questionnaire will be contacted soon. And if *you* offered your assistance, but did not add your contact details – please contact Virginia@virginiahenry.co.uk.

We weren't fishing for complements when we asked **What does LIKE currently do well?**, truly we weren't! But it was marvellous to learn that the organisation of LIKE events is so warmly appreciated. The variety and quality of speakers was noted, as was the welcoming 'un-bureaucratic' vibe of LIKE events. This comment is representative of many of the responses *“I have enjoyed all the presentations I've been to and have learnt a lot from each of them. But being part of an interesting, friendly and helpful group is the greatest reward.”*

(of course, the organisers would say what LIKE seems to do well is have the luck to attract wonderful, talented, articulate, generous-hearted members!)

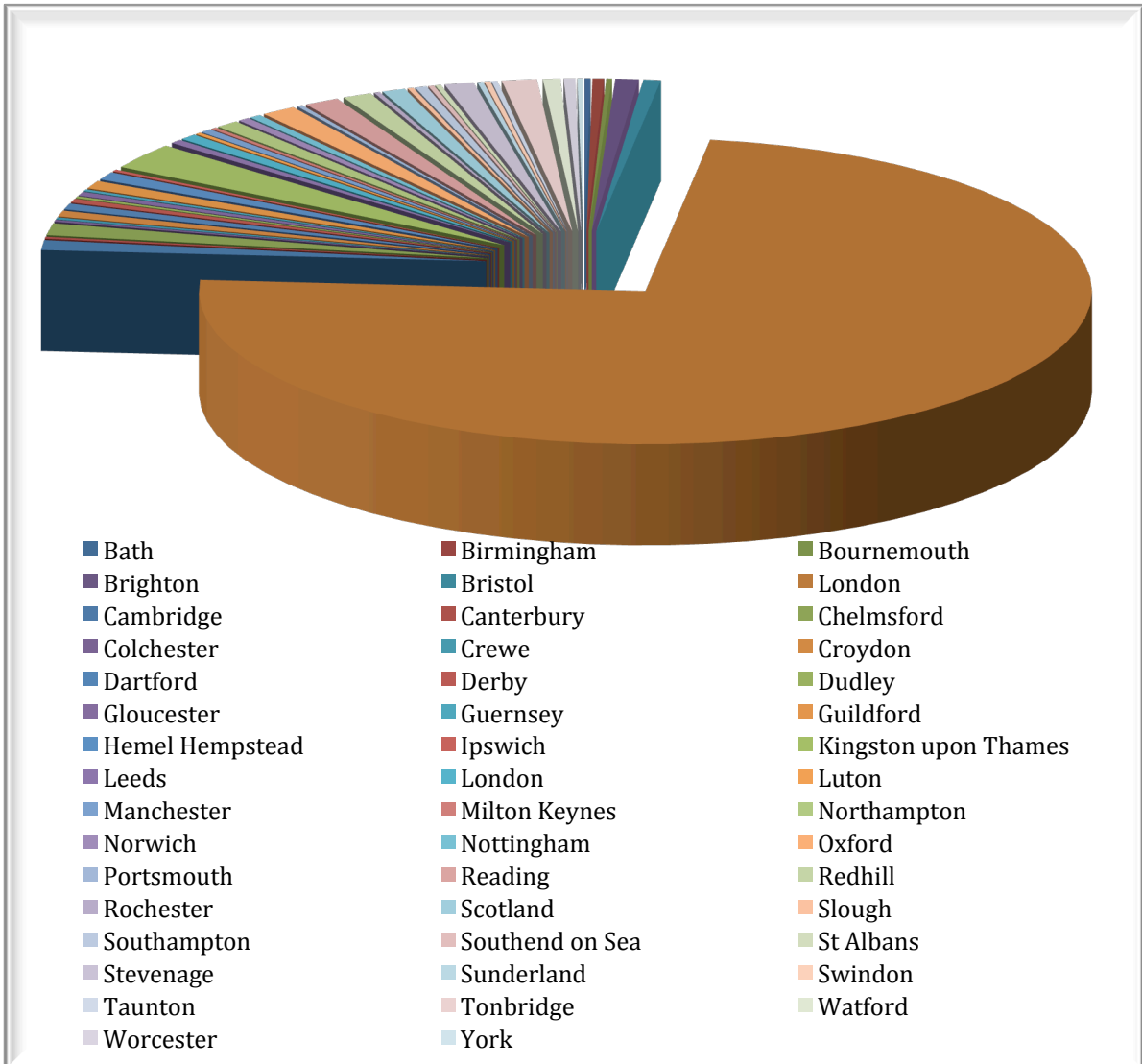
Equal attention was paid to the responses to the final question of the survey: **What does LIKE currently do not so well?** It was suggested that we make more effort to publicise the events –to a wider audience and, particularly, to newer members who have yet to attend a LIKE evening: *“Get the word out to a range of people”*. We're giving serious consideration to ways of doing this (and hope that a newsletter will go some way to assisting). We were also asked to advertise events in advance – perhaps by publishing a programme at the start of the year. Although a full-year programme may not be feasible, we can certainly work at giving better advanced notice of the events.

Apologies to those for whom the last Thursday of the month is inconvenient (we're not likely to change the day!), and to those who would prefer we weren't in London (sorry, can't be helped – although we are more than willing to assist any LIKE members wanting to set up a MIKE in Manchester, or a BIKE in Birmingham or – well, you get the picture....)

To everyone who took the time to complete our 2011 survey – THANK YOU! You've given us a clear path to follow as we work together to build on the success of LIKE.

Many, many thanks to everybody who lends their brainpower, assistance and support to the LIKE endeavour. It is a fact that the London Information and Knowledge Exchange is run by its members for its members. There can be little doubt that is why it is so successful.

LOCATION OF LIKE MEMBERS IN UK



LIKE MEMBERS AROUND THE WORLD

