

# Workshop

## «optimize the trend-scouting process»

It is essential to stay informed about news and events in your area. The problem today: how to avoid getting overwhelmed by the overflow of information, emails, tweets, newsletters?

- Learn how to organize efficiently your information scouting activities
  - Learn how to transform data and create value
- A day to learn how to build a monitoring process that suits your needs.

With new technologies and the proliferation of media, the mass of data has exploded. How to treat this stream that invaded our real and virtual memory?

Mainly free, information has never been so easy to access. Nevertheless, finding relevant and quality documents is becoming increasingly long and hazardous. How better to organize the trend scouting?

Identifying and gathering indicators of your business is a good approach. But, what do you do with them? How transforming information and create value?

### Goals

Fighting against the phenomenon of "information overload". Discovering and testing methods and tools that are essential for effective organization of intelligence activities. During the day participants will discover and test several processes in order to build a personalized one. The workshop is also a moment for exchange and discussion between participants, their feedback and own discovery of practices.

A practical and operational workshop, participants explore and test solutions directly on their laptop.

### Content

- What are the essential sources?
- Where do you find the most relevant information for your business?
- What are the new media, information channels to focus on?
- What could you find on social media?
- Learn how to use bookmarks.
- Learn how to use feed aggregators.
- Learn how to structure and compile information, how to share them with online publishing tools.
- What are the methodologies that you can use to transform news feeds into new ideas?

### Audience

- Trend forecast, innovation, marketing, R&D, communication managers
- consultants
- everyone having to monitor and follow-up news in his business.

## Program

- At what stage are you in the information process? How do you monitor the news? Every participant explains his actual practice of news collecting and processing.
- Where do you find relevant news? Sharing of information sources and discovering new media sources.
- How do you get the best from new information technology tools and social media? Overview and testing of several online tools.
- How to set up alerts? How to use bookmarks and RSS feed in order to avoid too much newsletters and subscriptions? Overview and testing of several online tools.
- How to set up a methodology to sort, file, prioritize and structure information?
- How to share news with the team? Overview and testing of online curation tools.

## Speaker



Monique Large, trendspotter, spurs on the creative mind of marketing and design teams. She supports international brand managers in order to foster the emergence of business opportunities on hand of forecasting tools, benchmarks and trendbooks studies. [www.pollenconsulting.com](http://www.pollenconsulting.com) - [www.butinages.com](http://www.butinages.com)