



# Eastern Canada Chapter Section de l'Est du Canada



La SLA - Section de L'Est du Canada vous invite à une conférence au :

## Building what matters: User-centered taxonomy design

Taxonomies and their brethren support many of our most ubiquitous platforms - Netflix, Amazon, Pandora, and more. When we pull back the curtain, the volume, power and resources required to build and sustain these taxonomies can seem overwhelming. How can we provide similar best-in-class experiences to our users, who have increasingly high expectations, without the same resources & in-house expertise of tech giants? This talk will expose the user-centered taxonomy design methodology used at Ubisoft and provide advice and examples for scoping and building the "right" taxonomies for your use cases.

**Speaker:** Adrienne Smith, M.L.I.S.

As lead of the Content & Community teams within Knowledge Management at Ubisoft, Adrienne focuses on optimizing information across its lifecycle for internal clients. Her areas of expertise include taxonomy & metadata development, information architecture and user research. After obtaining her MLIS from McGill in 2009, she worked in knowledge management with the World Anti-Doping Agency and law firm Borden Ladner Gervais. Prior to joining Ubisoft she led the Taxonomy team at Yellow Pages Canada and consulted on taxonomy projects with Dovecot Studio.

<p><b>Date:</b> Tuesday, April 23rd 2019</p>	<p><b>Place:</b> <b>Thomson House</b> 3650 McTavish, Montreal Lounge, main floor</p>
<p><b>Program:</b> 17:30 – Hors d'oeuvres and drinks 18:15 – Presentation 19:00 – Questions &amp; discussion 19:30 – Meet a taxonomy vendor <b>Open-Text</b></p>	<p><b>Prices:</b> SLA Member – \$0 FMD Member – \$20 Non-Member – \$30 Students - \$10</p>

Tous les événements de la SLA SEC sont bilingues – All SLA ECC are bilingual

Places limitées (20), [réservez tôt!](#) **Questions :** [sececc.sla@gmail.com](mailto:sececc.sla@gmail.com)