

**Press Release****ISNM and the Wirtschaftsförderung of the City of  
Lübeck Present a Shared Offer of Lectures**

**Lübeck, 15 March 2006.** The Wirtschaftsförderung of the city of Lübeck have announced that they are interested in collaboration with ISNM for a shared offer of lectures and events bound together by the topic of Knowledge Management.

Experts agree that knowledge is the decisive factor of production in the 21<sup>st</sup> century. Enterprises that want to be competitive have to constantly work on their knowledge resources. The lecture series, which is designed especially for small and medium-size enterprises, aims at answering the following questions:

- How does an enterprise ensure a satisfactory level of knowledge for its employees?
- How can separate knowledge sources be combined and harmonized?
- How can individual knowledge be strengthened and developed?

Beside the necessary theoretical framework, knowledge management practices will be introduced and explained. The participants will have the opportunity to get a computer hands-on experience through the support of ISNM and a MediaClick! software that is specially designed to meet the needs of small and medium-size enterprises.

Press contact:

ISNM International School of New Media gGmbH  
at the University of Lübeck

Dr. Imke Lode - Marketing and Communication

Willy-Brandt-Allee 31 c - 23554 Lübeck, Germany

Phone +49 (0) 451 29 67-19 - Fax +49 (0) 451 29 67-40

[Imke.lode@isnm.de](mailto:Imke.lode@isnm.de) - [www.isnm.de](http://www.isnm.de)