Press Releases

Information Overload Awareness Day Set For August 12

Online event to focus on problem and spotlight solutions to help managers and policymakers cope with loss of productivity

NEW YORK, JULY 8, 2009 – Information Overload Awareness Day, a new workplace observance that calls attention to the problem of information overload and how it impacts both individuals and organizations, will take place on August 12, 2009.

Information overload describes an excess of information that results in the loss of ability to make decisions, process information, and prioritize tasks. Organizations of all shapes and sizes have already been significantly impacted by it; the problem costs the U.S. economy $900 billion per year in lowered productivity and throttled innovation according to Basex, a knowledge economy research firm.

Tweet this: Information Overload Awareness Day Aug. 12; event to present latest research and solutions; http://www.InformationOverloadDay.com

“By 2012, the typical knowledge worker will receive hundreds of messages each day via e-mail, IM, text, and social networks,” said Jonathan Spira, chief analyst, Basex. “Companies need to focus on what can be done to lessen information overload’s impact right now.”

An online event on August 12 has been set to commemorate the day and features a variety of speakers including noted authors Maggie Jackson (“Distracted”) and Mike Song (“The Hamster Revolution”), executives from such companies as Dow Jones and Morgan Stanley, a CIO from the U.S. Air Force, and Mr. Spira.

The cost of the event is $50; attendees who promise not to multi-task (i.e. IM, e-mail, or text) during the event will receive a 50% discount.

Companies are invited to sponsor Information Overload Awareness Day by enrolling as Designated Sites. This allows all of their employees to attend at no charge and demonstrates their commitment to helping solve the problem.

To learn more Information Overload Awareness Day, including research and solutions to be discussed during the event (such as managing e-mail, calculating information overload exposure, improving search, and managing content), visit www.InformationOverloadDay.com or call 800 257-2334 ext 112.

About Basex
Basex is the world's foremost knowledge economy research and advisory firm. Founded in 1983 and headquartered in New York City, Basex provides senior business executives from organizations across the globe with strategic advice, business and technology guidance, best practices, and insight about knowledge worker management and productivity.

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