

Wednesday, November 16, 2016

7:30 am - 8:30 am

Registration

8:30 am - 8:45 am

Welcome

8:45 am - 9:30 am

Keynote

9:30 am - 10:00 am

Beverage & Networking Break

TRACK 1A Librarians Changing Paradigms	TRACK 2 Market Research & Plans	TRACK 3 Partnerships & Community Engagement	TRACK 4 Social Media
10:00 am - 11:00 am	10:00 am - 11:00 am	10:00 am - 11:00 am	10:00 am - 11:00 am
Bee the Change	Market Research: Make It Better!	Everything Is Awesome: Teaming Up With Students for Library Outreach	Library Paparazzi: Next-Level Tips for #LibrariesOfInstagram
11:15 am - 12:15 pm	11:15 am - 12:15 pm	11:15 am - 12:15 pm	11:15 am - 12:15 pm
How Design Thinking Renewed our Libraries	What Librarians Can Learn from Corporations and Ad Agencies	Your Library Outside the Walls: Going Where Your Patrons Are	Manage Your Social Media in 5 Minutes a Day

12:15 pm - 1:30 pm

Lunch

TRACK 1B Public Libraries at the Polls	TRACK 2 Market Research & Plans	TRACK 3 Partnerships & Community Engagement	TRACK 4 Social Media
1:30 pm - 2:30 pm	1:30 pm - 2:30 pm	1:30 pm - 2:30 pm	1:30 pm - 2:30 pm
The Librarian as Candidate: How to Activate Voters and Constituents for Support	More Than Icing: Positioning Your Marketing Campaigns for Success	Connecting With the Community Is a #WinningStrategy	Academic Library Used Social Listening to Connect with Students and Build a Community
2:45 pm - 3:45 pm	2:45 pm - 3:45 pm	2:45 pm - 3:45 pm	2:45 pm - 3:45 pm
The Library as Cause: Lessons from Winning Campaigns	A Year of Outreach: How to Plan, Market, and Execute 365 Days of Services Without Going Crazy	Help Me Out Here: Vendor Participation in Library Marketing Efforts	Library 101: Developing and Assessing a Social Media Campaign

3:45 pm - 4:45 pm

Snack Break and Swag Swap

5:30 pm and 6:00 pm

Leaving for Dine-Arounds

Thursday, November 17, 2016

8:00 am - 8:30 am

Registration

8:30 am - 8:45 am

Welcome

8:45 am - 9:30 am

Keynote

9:30 am - 10:00 am

Beverage & Networking Break

TRACK 1 Communications & Public Relations	TRACK 2 Focus on the User	TRACK 3 Graphic Design & Technology	TRACK 4 Planning & Promoting Programs & Events
10:00 am - 11:00 am Look as Important as You Are: Beautiful, High-Quality Email Marketing for Smaller Libraries	10:00 am - 11:00 am Smarter Engagement: How Customer Insights and Targeted Messaging Can Bring Back Your Customers	10:00 am - 11:00 am Canva 101: Modern and Attainable Graphic Design for Libraries	10:00 am - 11:00 am Expanding Off-Campus Audiences at Academic Libraries
11:15 am - 12:15 pm At Least Seven Touches: Marketing, Promotion, and Outreach to Graduate Professional Programs	11:15 am - 12:15 pm "That's Happening Here?!" Evaluating the Effectiveness of In-House Marketing and Communication	11:15 am - 12:15 pm Infographics: Tools to Tell Your Library's Story	11:15 am - 12:15 pm Forget Gate Counts: Assessing "Transformative" Programming

12:15 pm - 1:30 pm

Lunch

TRACK 1 Communications & Public Relations	TRACK 2 Focus on the User	TRACK 3 Graphic Design & Technology	TRACK 4 Planning & Promoting Programs & Events
1:30 pm - 2:30 pm From Zero Students to Thousands: Fueling a Successful Finals Week Marketing Campaign	1:30 pm - 2:30 pm Auditing and Replacing Library Signage: Maintaining Effectiveness and Relevancy After the Project Ends	1:30 pm - 2:30 pm Strategic Tools and Tips for Environmental Graphics	1:30 pm - 2:30 pm Marking a Milestone: Celebrating Through Events, Marketing, and More
2:45 pm - 3:45 pm The Elusive Library Non-User	2:45 pm - 3:45 pm Conversion: Turning Your Web Traffic Into Foot Traffic	2:45 pm - 3:45 pm Nuts, Bolts, and F-Stops: The Nitty Gritty of How to Make a Video	2:45 pm - 3:45 pm Lightening Up the Library: A Case for Humor, Silliness, and General Jackassery in Library Outreach

3:45 pm - 4:00 pm

Snack Break

4:00 pm - 4:45 pm

All-Conference Wrap-Up Session (optional)