

Tuesday, November 1

Session Topic	Presentation, Panel	Day	Session Time	Session Location
Board Retreat	Board room	1-Nov	9 am - 4 pm	Studio 5
Pre-Conference	Class room style	1-Nov	1 pm - 4 pm	Discovery

Wednesday, November 2

Opening Keynote 8:30 - 9:30, Regency Ballroom

Session Topic	Presentation, Panel	Day	Session Time	Session Location
The Comfortable Uncomfortable: Turning Potential PR Nightmares Into Communications Opportunities	Presentation	11/2	9:45-10:45	Cosmopolitan C/D
Redesign Your Library Website Leslie Knope-Style	Presentation	11/2	9:45-10:45	Discovery
Community Engagement: The Merging of Marketing, Outreach, and Programming	Presentation	11/2	9:45-10:45	Cosmopolitan B
Peer-to-peer marketing: Building a student ambassador program for your library	Presentation	11/2	9:45-10:45	Cosmopolitan A
Communications Handbook for Small Libraries	Presentation	11/2	11:00-12:00	Cosmopolitan A
Building Buy In for a New Website	Presentation	11/2	11:00-12:00	Cosmopolitan C/D
When Other People Try to Do Your Job...and How to Let Them	Presentation	11/2	11:00-12:00	Discovery
Adding Personality to a Personal Librarian Program	Panel	11/2	11:00-12:00	Cosmopolitan B
Diversifying Marketing Campaigns to Reach out, Re-engage, and Reimagine the Library	Presentation	11/2	1:00-2:00	Cosmopolitan A
Communications: from print to electronic communications	Presentation	11/2	1:00-2:00	Cosmopolitan C/D
Engaging Teachers With STEM Resources: Marketing Lessons From A Library Workshop	Presentation	11/2	1:00-2:00	Discovery
Have You Seen My Baby? How to Transform Non-Library Users into Library Advocates with Social Media	Presentation	11/2	1:00-2:00	Cosmopolitan B
Telling Your Library's Story	Presentation	11/2	2:15-3:15	Cosmopolitan B
Reviving the Libraries' Annual Report: A Strategic Marketing Tool	Presentation	11/2	2:15-3:15	Cosmopolitan A
Reciprocating Our Marketing Powers: Academic and Public Library	Presentation	11/2	2:15-3:15	Cosmopolitan C/D
A Little Help From My Friends: Collaborative Social Media	Presentation	11/2	2:15-3:15	Discovery

Beverage and Networking Break

3:15 - 4:00

No More Neutral: How to Use Marketing to Position Your Library in Challenging Times	Presentation	11/2	4:00-5:00	Cosmopolitan B
The Flyer Fight: How One Library Decreased Flyers without Decreasing Program Attendance.	Presentation	11/2	4:00-5:00	Cosmopolitan C/D
#SouthsideReads: Engaging a Community Through Reading During Uncertain Times	Presentation	11/2	4:00-5:00	Cosmopolitan A
Designing for Impact: DEIA Social Media Outreach	Presentation	11/2	4:00-5:00	Discovery

November 3

Opening Keynote 8:30 - 9:30, Regency Ballroom

Session Topic	Presentation, Panel	Day	Session Time	Session Location
Building Internal Communication Strategies to Increase Employee Engagement	Presentation	11/3	9:45-10:45	Cosmopolitan C/D
Don't Forget to Hit Record: Lessons Learned from Producing Virtual Events	Presentation	11/3	9:45-10:45	Discovery
Beyond Promotion: Establishing Your Brand To Leverage Community Pride	Presentation	11/3	9:45-10:45	Cosmopolitan A
Video Killed the Radio Star: Creating Engaging Short-Form Video Content for Your Library's Social Media	Panel	11/3	9:45-10:45	Cosmopolitan B
Staff Driven Missions and Values	Presentation	11/3	11:00-12:00	Cosmopolitan C/D
"Live" Support: How To Make Your Livestreaming Live	Presentation	11/3	11:00-12:00	Discovery

What They Think About You: Developing Your Brand	Presentation	11/3	11:00-12:00	Cosmopolitan A
Teaching with TikTok: How to Integrate TikTok Into Instruction, LibGuides, and More	Presentation	11/3	11:00-12:00	Cosmopolitan B
Roundtables	Other	11/3	1:00-2:00	Regency
Engage at Every Stage: Using segmentation and email marketing to reach, retain, and engage your patrons	Presentation	11/3	1:00-2:00	Cosmopolitan A
A Collaborative Approach to Developing a New Website	Presentation	11/3	1:00-2:00	Cosmopolitan C/D
Design Workshop	Presentation/Other	11/3	1:00-2:00	Cosmopolitan B
Beverage and Networking Break			2:00 - 2:45	
The value of humor: Crowdfunding our way to \$10,000	Presentation	11/3	2:45-3:45	Cosmopolitan C/D
Not at the Mercy of the Algorithm: Control Your Own Content with Email	Presentation	11/3	2:45-3:45	Cosmopolitan A
Not Everything Can Go on the Homepage	Panel	11/3	2:45-3:45	Cosmopolitan B
Data & Design: Best Design Practices for your Data	Presentation	11/3	2:45-3:45	Discovery
LMCC Open House + Networking	Other	11/3	3:45-4:15	Regency