

Schedule at a Glance

Day 1: Tuesday, November 2

Opening Session: 9:00-10:00 EST	President's Program: A Conversation with Deborah Hakes and Roy Cummings, 2020 Library Journal Marketers of the Year		
Breakout Sessions: 10:15-11:00 EST	Equity, Diversity, and Inclusion	Telling Your Library's Story	Lessons and Triumphs from the COVID-19 Pandemic
	Promoting EDI & Library-Campus Engagement through a Social Justice Reading Club	When the Doors Close: Promoting Library Services in a Remote Environment through Strategic Storytelling	Building a crisis communications squad: Leveraging skills across the library
Breakout Sessions: 11:15-12:00 EST	Get REAL (Racial Equity at the Library)	Let's Go, Team! Harnessing Cross-Departmental Expertise to Create and Promote Digital Content	Art from the Frontlines: Successful Collaboration for Virtual Exhibits
Breakout Sessions: 1:00-1:45 EST	Engaging Students with Conversations about Race: Opportunities for Cross-Campus Partnerships during Black History Month	The Self-Taught Marketers Guide to Creating Annual Reports	Launching a Shiny New Library During a Global Pandemic
Breakout Sessions: 2:00-2:45 EST	Partnerships and Outreach	Once Upon a Time: Practical Tips for Gathering Stories to Promote Your Library	Social Media, Live Streaming, and Video
	Building an Ambassadors Program		Living the "Live": How To Make Live Streaming Work For You

Day 2: Wednesday, November 3

Opening Session: 9:00-10:00 EST	Vocational Awe and the Art of Selling Libraries		
Breakout Sessions: 10:15-11:00 EST	Partnerships and Outreach (cont.)	Using Data in Library Marketing	Social Media, Live Streaming, and Video (cont.)
	Partnering with Local Organizations to Promote Libraries and Increase Cardholders	The Science of Library Marketing: Why Now is the Perfect Time to Experiment with Your Library Promotions (And How to Do It)	Librarians' Declassified Social Media Survival Guide
Breakout Sessions: 11:15-12:00 EST	Change your Environment: Fostering Deeper Engagement with your Community through Off-Site Outreach Events	The Great Influence: How to use data throughout your marketing cycle	Scale Up and Scale Out with Video
Breakout Sessions: 1:00-1:45 EST	Creative Approaches to Promoting Libraries Through Non-Traditional Partnerships	Branding and Graphic Design	Clicks that stick: using social media to create lasting, two-way relationships
		Key Principles in Graphic Design	
Breakout Sessions: 2:00-2:45 EST	Developing Outreach Partnerships for Student Engagement and Achievement	Is This On-Brand? Empower Your Library Team with Brand Strategy	For Your Reference: A Livestream Series Focused on Information and Media Literacy