November 6: Pre-Conference
Topic/Title TBD  1:00-4:00 PM ET  Speaker(s) TBD

Highlights:
- 32 Concurrent Sessions
- 6 Meals (Light Breakfast, Lunch, and Snack Break on both days)
- 2 Keynotes
- 4 Posters

November 7: Day 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00-9:00</td>
<td>Light Breakfast and Welcome</td>
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<tr>
<td>9-9:45</td>
<td>Keynote 1 TBD</td>
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<tr>
<td>10:00-11:00</td>
<td>Track 1</td>
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<tr>
<td>11:15-12:15</td>
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<tr>
<td>12:15-1:15</td>
<td>Swag Swap/Poster Sessions Now Open!</td>
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<tr>
<td>1:30-2:30</td>
<td>Track 1</td>
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<tr>
<td>3:00-4:00</td>
<td>SNACK and Networking Break/Poster Sessions: 2:30-3:00</td>
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Note: Dine-Arounds begin at 5:30
### November 8: Day 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00-9:00</td>
<td>Light Breakfast and Welcome</td>
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<tr>
<td>9:00-9:45</td>
<td>Keynote 2 TBD</td>
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<tr>
<td>10:00-11:00</td>
<td>Track 5</td>
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<td>Track 6</td>
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<td>Track 8</td>
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<td>Track 9</td>
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<tr>
<td>11:15-12:15</td>
<td>LUNCH 12:15-1:15 Swag Swap/Poster Sessions Are Open until 3!</td>
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<td>1:30-2:30</td>
<td>Track 5</td>
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<td>Track 7</td>
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<td>Track 8</td>
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<td>Track 9</td>
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<tr>
<td>3:00-4:00</td>
<td>SNACK and Networking Break: 2:30-3:00 / Swag Swap/Poster Sessions End</td>
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<tr>
<td>4:15-5:00</td>
<td>LMCC Open House + Networking Session</td>
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**Note:** Dine-Arounds begin at 5:30
Tracks
1. Marketing Strategy
2. Crisis Communication
3. Storytelling
4. Design/Websites
5. Community Engagement
6. DEIA
7. Resilience
8. Social Media
9. Outreach/Programming

Sessions
1. I Already Sent That! How to Strategically Share Information Using Various Platforms So Others Pay Attention
2. Extreme Makeover Library Edition: Promoting Your Library’s New Spaces
3. Not Every Program Needs a Flyer: Tips for Promoting Programs
4. Let the Numbers Lead You: Using Data to Market Your Library
5. Preparing for Library Renovation Closure: Using Crisis Communication as Inspiration to Communicate with Stakeholders
6. How to Say the Hard Things: Lessons Learned in Years of Crisis
7. The Challenges We Face and How to Communicate Through Them
8. Try a Little Tenderness: Communication and Marketing Inspired by the Trauma-Informed Framework
9. Strengthen Your Marketing During Challenging Times
10. The Power of Empathy-Centered Storytelling
11. Establishing a Flow of Substantial Stories
12. A Modern Website for a Modern Library: Designing for Today’s Consumer
15. Not Everything Can Go on the Website: Effective Content Management Strategies for Libraries
16. Partners for Good: Using Community Engagement to Strengthen Governmental Relations
17. It’s a Match! Knowing When to Swipe Right on Your Community Partners
19. The Ties That Bind: How Libraries Can Use Email Marketing to Bring Their Communities Together
20. Inclusive and Accessible: Library Signage and the Americans with Disabilities Act (ADA)
21. Open for All: Real-World Ideas for Incorporating Accessibility and DEI Into Your Library Marketing
22. One Person, Many Hats: What to Do When You Want (Or Have to Have) It All with a Small Team
23. I Can’t Even with Content Anymore: How to Work Through Content Creation Burnout
24. Are we cringey?: Evaluating Social Media Strategies for Younger Audiences
25. More than Clicks and Likes: Really Measuring Social Media Impact on Event Attendance
26. Libraries and TikTok - The Why, The How, & The Heart 😊
27. Is Your Reach Really Reaching? Learning with Social Media Audits
28. Looking Back While Running Forward: Strategies for Growing a Library Outreach Program
29. Staying on Track with an Outreach Plan: Reporting on the Strategic Planning Process
30. Growing Your Library with Google
31. Pivoting from a Single Marketing Promotion to a Multi-Phase Plan: How to Respond When a Library Program Explodes
32. Clarify Your Message and Build a StoryBrand for Your Library

Poster Sessions
1. Where Libraries and Museums Meet: How to Showcase Young Artists and Bring Thousands of First-time Visitors to Your Library
2. Ask Them! Engaging students with talkback boards, displays, and passive programing
3. Reconnecting With Customers in a Post-Pandemic World
4. The Show Must Go On: Managing Social Media without a Showrunner