



Thursday, November 16, 2017

7:30 am - 8:30 am Malachite Foyer

Registration

7:30 am - 8:30 am Garden Court III

Breakfast

8:30 am - 8:45 am Malachite Showroom

Welcome

8:45 am - 9:30 am Malachite Showroom

Keynote: Libraries, Crises, and Social Media

9:30 am - 10:00 am Malachite Foyer

Beverage & Networking Break

TRACK 1

The Marketing Cycle

Room: Le Gala

10:00 am - 11:00 am

What They Didn't Teach in Library School: The Cycle of True Marketing

11:15 am - 12:15 pm

Before You Market: What You Need to Know About Your Library's Market Orientation and Marketing Culture

TRACK 2

Engaging Your Audience

Room: Bel-Air IV-VI

10:00 am - 11:00 am

Speaking Finance: Creating a Value-Oriented Marketing Plan for Your Library

11:15 am - 12:15 pm

Becoming a Stealth Power Broker in the Community

TRACK 3

All Things Media

Room: Mayfair

10:00 am - 11:00 am

But I Want to Do It All! Social Media Strategies for the Small Academic Library

11:15 am - 12:15 pm

Breaking (Into) News: Media Relations 101

TRACK 4

Public Relations Campaigns

Room: Bel-Air I-III

10:00 am - 11:00 am

The Impact of a Robust PR Campaign and Significant Strategic Partnerships on a Successful Big Read Program

11:15 am - 12:15 pm

Drive Foot Traffic to Your Events

12:15 pm - 1:30 pm Garden Court III

Lunch

TRACK 1

The Marketing Cycle

Room: Le Gala

1:30 pm - 2:30 pm

How to Eat an Elephant: One Bite at a Time

2:45 pm - 3:45 pm

Amplify Your Reach With an Effective Marketing Communications Strategy

TRACK 2

Engaging Your Audience

Room: Bel-Air IV-VI

1:30 pm - 2:30 pm

How to Post So Others Will Listen: Engaging Your Audience Through Social Media

2:45 pm - 3:45 pm

Helping Students Get a Clue: Gamifying Library Orientation

TRACK 3

All Things Media

Room: Mayfair

1:30 pm - 2:30 pm

Crisis Communications: What To Do When They Don't Love Your Library

2:45 pm - 3:45 pm

How to Get \$10,000/Month in Google Ads for Free

TRACK 4

Public Relations Campaigns

Room: Bel-Air I-III

1:30 pm - 2:30 pm

The Great Email Marketing Experiment

2:45 pm - 3:45 pm

Right Time, Right Message: A New Approach to Engaging Patrons

3:45 pm - 4:15 pm Malachite Foyer

Snack Break

TRACK 1

The Marketing Cycle

Room: Le Gala

4:15 pm to 5:15 pm

Please Take Candy From Librarians: Cheap and Easy Approaches to Data Gathering with College Students

TRACK 2

Engaging Your Audience

Room: Bel-Air IV-VI

4:15 pm to 5:15 pm

Telling Your Library Story Through Archetypes

TRACK 3

All Things Media

Room: Mayfair

4:15 pm to 5:15 pm

Marketing the Modern Library: How to Launch an Effective Digital Marketing Campaign

TRACK 4

Public Relations Campaigns

Room: Bel-Air I-III

4:15 pm to 5:15 pm

Connecting With Faculty and Students, Alumni and Donors by Telling Your Library's Story

6:15 pm and 6:30 pm

Leaving for Dine-Arounds



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7:30 am - 8:30 am Garden Court III

Breakfast

8:30 am - 8:45 am Malachite Showroom

Welcome

8:45 am - 9:30 am Malachite Showroom

Keynote: Building Buy-In for Marketing at Your Library

9:30 am - 10:00 am Malachite Foyer

Beverage & Networking Break

TRACK 1 The Marketing Cycle

Room: Le Gala

10:00 am - 11:00 am

The Creation, Care, and Feeding of a Marketing Plan

11:15 am - 12:15 pm

The Secrets to Producing Award-Winning Marketing Campaigns: Lessons from John Cotton Dana Award Winners

TRACK 2B User-Centered Design

Room: Mayfair

10:00 am - 11:00 am

Outside In: A Student-Centered Transformation-in-Progress of Academic Library Strategic Communications

11:15 am - 12:15 pm

Everyday Usability: The Guerrilla Method

TRACK 3B Data-Driven Decision-Making

Room: Bel-Air IV-VI

10:00 am - 11:00 am

Tell Us Something We Don't Know: Measuring Use and Satisfaction Through a Space Survey

11:15 am - 12:15 pm

Holistic Digital Strategies

TRACK 4B Strategic Partnerships

Room: Bel-Air I-III

10:00 am - 11:00 am

Creating Library Ambassadors: How to Engage Staff and Other Stakeholders

11:15 am - 12:15 pm

Launching a Distributive Marketing Initiative Amid Budget and Staffing Cuts

12:15 pm - 1:30 pm Garden Court III

Lunch

TRACK 1 The Marketing Cycle

Room: Le Gala

1:30 pm - 2:30 pm

Don't Interrupt, Attract! How Content Marketing Is the "Hidden Engine" of the Marketing Cycle

2:45 pm - 3:45 pm

Open Q&A Panel: Ask Anything About the Marketing Cycle

TRACK 2B User-Centered Design (UX)

Room: Mayfair

1:30 pm - 2:30 pm

Wayfinding With a Twist: A DIY Approach to Library Building Navigation

2:45 pm - 3:45 pm

Getting Started with Digital Signage

TRACK 3B Data-Driven Decision-Making

Room: Bel-Air IV-VI

1:30 pm - 2:30 pm

What Your Data Is (and Isn't!) Telling You

2:45 pm - 3:45 pm

New Strategies to Keep Customers Are Long Overdue

TRACK 4B Strategic Partnerships

Room: Bel-Air I-III

1:30 pm - 2:30 pm

How to Build Strategic Media Alliances

2:45 pm - 3:45 pm

Managing Partnerships by Building Relationships: Successfully Engaging Your Stakeholders

3:45 pm - 4:45 pm Malachite Showroom

Snack Break & All-Conference Wrap-Up Session (optional)