## Thursday, November 16, 2017

### 7:30 am - 8:30 am
Registration

### 7:30 am - 8:30 am
Breakfast

### 8:30 am - 8:45 am
Welcome

### 8:45 am - 9:30 am
Keynote: Libraries, Crises, and Social Media

### 9:30 am - 10:00 am
Beverage & Networking Break

### 10:00 am - 11:00 am

<table>
<thead>
<tr>
<th>TRACK 1</th>
<th>TRACK 2</th>
<th>TRACK 3</th>
<th>TRACK 4</th>
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<tbody>
<tr>
<td>The Marketing Cycle</td>
<td>Engaging Your Audience</td>
<td>All Things Media</td>
<td>Public Relations Campaigns</td>
</tr>
<tr>
<td>Room: Le Gala</td>
<td>Room: Bel-Air IV-VI</td>
<td>Room: Mayfair</td>
<td>Room: Bel-Air I-III</td>
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- **What They Didn't Teach in Library School: The Cycle of True Marketing**
- **Speaking Finance: Creating a Value-Oriented Marketing Plan for Your Library**
- **But I Want to Do It All! Social Media Strategies for the Small Academic Library**
- **The Impact of a Robust PR Campaign and Significant Strategic Partnerships on a Successful Big Read Program**

### 11:15 am - 12:15 pm

<table>
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<tbody>
<tr>
<td>Becoming a Stealth Power Broker in the Community</td>
<td>Breaking (Into) News: Media Relations 101</td>
<td>Drive Foot Traffic to Your Events</td>
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### 12:15 pm - 1:30 pm
Lunch

### 1:30 pm - 2:30 pm

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- **How to Eat an Elephant: One Bite at a Time**
- **How to Post So Others Will Listen: Engaging Your Audience Through Social Media**
- **Crisis Communications: What To Do When They Don't Love Your Library**
- **The Great Email Marketing Experiment**

### 2:45 pm - 3:45 pm

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<td>Amplify Your Reach With an Effective Marketing Communications Strategy</td>
<td>Helping Students Get a Clue: Gamifying Library Orientation</td>
<td>How to Get $10,000/Month in Google Ads for Free</td>
<td>Right Time, Right Message: A New Approach to Engaging Patrons</td>
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### 3:45 pm - 4:15 pm
Snack Break

### 4:15 pm to 5:15 pm

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- **Please Take Candy From Librarians: Cheap and Easy Approaches to Data Gathering with College Students**
- **Telling Your Library Story Through Archetypes**
- **Marketing the Modern Library: How to Launch an Effective Digital Marketing Campaign**
- **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
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>8:00 am - 8:30 am</td>
<td>Registration</td>
<td>Malachite Foyer</td>
</tr>
<tr>
<td>7:30 am - 8:30 am</td>
<td>Breakfast</td>
<td>Garden Court III</td>
</tr>
<tr>
<td>8:30 am - 8:45 am</td>
<td>Welcome</td>
<td>Malachite Showroom</td>
</tr>
<tr>
<td>8:45 am - 9:30 am</td>
<td>Keynote: Building Buy-In for Marketing at Your Library</td>
<td>Malachite Showroom</td>
</tr>
<tr>
<td>9:30 am - 10:00 am</td>
<td>Beverage &amp; Networking Break</td>
<td>Malachite Foyer</td>
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**TRACK 1**

**The Marketing Cycle**

- **Room: Le Gal**: 10:00 am - 11:00 am
  - The Creation, Care, and Feeding of a Marketing Plan
- **Room: Mayfair**: 10:00 am - 11:00 am
  - Transforming-in-Progress of Library Strategic Communications

**TRACK 2B**

**User-Centered Design**

- **Room: Le Gal**: 11:15 am - 12:15 pm
  - The Secrets to Producing Award-Winning Marketing Campaigns: Lessons from John Cotton Dana Award Winners
- **Room: Mayfair**: 11:15 am - 12:15 pm
  - Everyday Usability: The Guerrilla Method

**TRACK 3B**

**Data-Driven Decision-Making**

- **Room: Bel-Air IV-VI**: 11:15 am - 12:15 pm
  - Holistic Digital Strategies
- **Room: Bel-Air I-III**: 11:15 am - 12:15 pm
  - How to Engage Staff and Other Stakeholders

**TRACK 4B**

**Strategic Partnerships**

- **Room: Bel-Air I-III**: 10:00 am - 11:00 am
  - Creating Library Ambassadors:
- **Room: Bel-Air IV-VI**: 10:00 am - 11:00 am
  - Launching a Distributive Marketing Initiative Amid Budget and Staffing Cuts

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<td>Lunch</td>
<td>Garden Court III</td>
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**TRACK 1**

**The Marketing Cycle**

- **Room: Le Gal**: 1:30 pm - 2:30 pm
  - Don't Interrupt, Attract! How Content Marketing is the “Hidden Engine” of the Marketing Cycle
- **Room: Mayfair**: 1:30 pm - 2:30 pm
  - Wayfinding With a Twist: A DIY Approach to Library Building Navigation

**TRACK 2B**

**User-Centered Design (UX)**

- **Room: Le Gal**: 2:45 pm - 3:45 pm
  - Getting Started with Digital Signage
- **Room: Mayfair**: 2:45 pm - 3:45 pm
  - New Strategies to Keep Customers Are Long Overdue

**TRACK 3B**

**Data-Driven Decision-Making**

- **Room: Bel-Air IV-VI**: 2:45 pm - 3:45 pm
  - What Your Data Is (and Isn't!) Telling You

**TRACK 4B**

**Strategic Partnerships**

- **Room: Bel-Air I-III**: 2:45 pm - 3:45 pm
  - How to Build Strategic Media Alliances

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<tr>
<td>3:45 pm - 4:45 pm</td>
<td>Snack Break &amp; All-Conference Wrap-Up Session (optional)</td>
<td>Malachite Showroom</td>
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