

THE VISIBLE LIBRARIAN: ADVOCACY AND MARKETING

- Termine :** 13. u. 14. Okt. 05 (Stuttgart) u. 17. u. 18. Okt. 05 (Berlin)
- Orte :** Stuttgart: Deutsch-Amerikanisches Zentrum / James-F.-Byrnes-Institut e.V.
Berlin: Amerika Haus Berlin
- Veranstalter :** Initiative Fortbildung für wiss. Spezialbibliotheken u. verwandte Einrichtungen e.V.; in Stuttgart: in Zusammenarbeit mit dem Verband kirchlich-wissenschaftlicher Bibliotheken in der Arbeitsgemeinschaft der Archive und Bibliotheken der evangelischen Kirche

! Mit freundlicher Unterstützung der Kulturabteilungen des Amerikanischen Konsulats Frankfurt a. M. und der Amerikanischen Botschaft Berlin !

Why you absolutely, positively have to market yourself and your library - with budgets decreasing and Google's influence increasing, marketing yourself and your library is more important than ever. Without constant reminders of the value you bring to your organization, even the best librarian can find himself or herself out of a job.

This workshop will give you specific ideas that you can implement immediately to communicate the value you bring to your organization.

Programme (die Veranstaltung findet in englischer Sprache statt, entsprechend die Ausschreibung)

Day 1

- 14:00 h WELCOME AND INTRODUCTIONS
Topics to be covered
Customer Service
Time Management
Marketing
Publicity
Public Relations
Advocacy
- 14:30 h CUSTOMER SERVICE
What do customers expect?
Who defines good service?
Who is your biggest competitor?
Attitudes that hurt
The "convenience catastrophe"
Efficiency vs. effectiveness
- 15:30 h *Coffee Break and Networking*
- 16:00 h TIME MANAGEMENT
How do you get it all done?
Time Wasters
Making the Best Use of Time
Interruptions...
Why do we procrastinate?
To overcome procrastination
Filing
Managing Your To-Read Pile
Managing Your Email

17:00 h **MARKETING: THE FIVE W'S AND AN H**
Who Should Market?
What to Market?
Types of Competitors
What do your customers need?
How to find out
Needs Analysis vs. Information Audit?
The 6 Critical P's
Why market?
Where to Market?

18:00 h end of Session 1

19:30 h *evening meal* together – an option

Day 2

09:30 h How to Market?
Ranganathan Does Marketing
Library Resources Are for Use.
Every Customer His or Her Library Resource.
Every Library Resource Its Customer.
Save the Time of the Customer.
A Library Is a Growing Organism. When to Market?

10:30 h *Coffee Break and Networking*

11:00 h **PUBLICITY: THE TANGIBLES**
My definition:
What is Good Publicity?
Brochures
Business Cards
Newsletters
Bulletin Boards and Display Cases
Your signature can sell
Your Web Page

12:00 h *Lunch and Networking*

13:00 h **PUBLIC RELATIONS: THE PERSONAL TOUCH**
The Physical Library as PR
PR by Walking Around
Teaching as PR
Feed Them and They Will Come: Open Houses and Exhibits
The Telephone as Salesperson
Word of Mouth PR

14:00 h Small Group Exercises

15:00 h *Coffee Break and Networking*

15:30 h **ADVOCACY: PUTTING IT ALL TOGETHER**
How Did We Get into This Mess?
What Can We Do?
Dealing with Budget Cuts
Avoiding Library Closures...
Champions
Professionalism is More Than a Suit
Lifelong Learning
Networking
Creating Your Own Job Satisfaction
Giving Back

Be Proud!
What image do we want?

16:30 h end of Session 2

Speaker **Judith A. Siess**, B.A., M.A., M.S.L.I.S.
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on the web at <http://www.ibi-opl.com>
Publisher and Editor of The One-Person Library: A Newsletter for Librarians
and Management
Author of The OPL Sourcebook: A Guide for Solo and Small Libraries,
Information Today, Inc., 2001, ISBN 1-57387-111-7
Time Management, Planning and Prioritization for Librarians, Scarecrow
Press, 2002, ISBN 0-8108-4438-9
The Visible Librarian: Asserting Your Value With Marketing and Advocacy,
ALA Editions, 2003, ISBN 0-8389-0848-9

Anmeldung bei Evelin Morgenstern – Initiative Fortbildung ... e.V.

Fax : (0 30) 8 33 44 78 - E-Mail : morgenstern@initiativefortbildung.de

*Unkosten-
beitrag* dank der Fördermittel reduziert auf EURO 35,- bei Anmeldung bis 12. Aug. 05
(= early bird-Tarif); danach: EURO 55,--

Teilnehmer max. 30

Unterkünfte in Stuttgart: wir haben im Haus Birkach eine Option auf 10 Einzelzimmer
(à EURO 40,50 inkl. Frühstück pro Nacht/Person) verabredet;
in Berlin: wir haben im Carl Duisberg Haus eine Option auf 10 Einzelzimmer
(à EURO 48,-- inkl. Frühstück pro Nacht/Person) verabredet. Die Zimmer eignen
sich auch für eine Doppelbelegung (und kosten dann EURO 75,-- pro Nacht).

In beiden Häusern läuft unsere Option am 12. Aug. 05 aus.

Bitte sagen Sie Ihre Übernachtungswünsche bei Ihrer Anmeldung zum Workshop an.