

Get the Word Out!



We all know that libraries:

- Have something for everyone, not just kids
- Offer so much more than books
- Have not been made obsolete by the Internet

But how do we get the word out?

As libraries struggle for funding, it's important to make sure that community members view the library as an important asset.

This workshop will provide strategies for increasing the value of the library in the eyes of community residents and businesses.

Wednesday, October 2, 2013

9am—1pm

Novi Public Library

Registration Costs:

TLN Members: \$15

Non-TLN Members: \$20

Library Science Students: \$10

Make checks payable to: **The Library Network**

Questions? Contact Rob Butler

at rsbutler63@gmail.com or 313-791-3800



Novi Public Library is located on the south side of W. Ten Mile Road between Novi and Taft Roads.

Novi Public Library
45255 W. Ten Mile Road
Novi, MI 48375
248-349-0720



TLN Adult Services Fall Workshop

Hello? Do You Know We're Here?

Making Your Library's Presence
Felt in Your Community



Wednesday, October 2, 2013

9am - 1pm

Novi Public Library

45255 10 Mile Rd.

Novi, MI 48375

9:00–9:30 am
Registration and
Continental Breakfast

9:30–10:30 am
Community Partnerships
Laurie Golden

10:30–10:45 am
Break

10:45–11:45 am
Community Engagement
Bill Harmer and Anna Cangialosi

11:45 am -12:00 pm
Break

12:00-1:00 pm
Marketing and PR on a Budget
Kelly Rembert Ireland

Bill Harmer
Director
&
Anna Cangialosi,
Marketing Coordinator
Chelsea District Library

Chelsea District Library’s recent “Geek the Library” campaign was so successful, it was featured in an OCLC case study. Bill and Anna will discuss how involving community members in activities like the Geek campaign can reap benefits for the library.

Laurie Golden
Community Relations
Canton Public Library

Canton Public Library received the 2013 LibraryAware award for excellence in demonstrating the value of the library to its community. Laurie will share the activities and partnerships the library has developed that have resulted in a community that loves its library.

Kelly Rembert Ireland
Outreach Librarian
Southfield Public Library

Most libraries have a modest, if any, budget for marketing. How can we promote the library, its services and programs? Kelly is a member of the Michigan PR Group, librarians who meet to share marketing and promotion ideas. She will discuss ways to effectively promote the library without breaking the bank.

