



Marketing Your Collection, Services, and Programs with Better Book Displays

Category:
Professional Development

Join Passive Readers' Advisory expert Lila Denning for an hour of all the ways that you can promote your library's collection with better book displays. Book displays are a fun, creative marketing technique that any library can use. She will show you how to create book displays that will draw readers in and help them to find those titles that don't get enough attention.

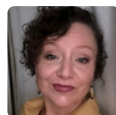
Attendees will learn how to:

- Understand what are the features of a great book display and how to craft them with a focus on marketing your collection
- Discover ways to use book displays to promote services, ongoing and special programs and events
- Identify opportunities to fit in book displays all over your building, even in smaller libraries with limited space

Your Knowledge Expert

Date **June 5, 2024**

Time **2.00 PM - 3.00 PM EST**



**Lila
Denning**



Adult Library Programs that Work

Categories: Adult & Programming

Looking for program ideas to draw your adult patrons in the door of your library and keep them coming back for more? Join author and library director Jenn Carson to explore workable program models that can be adapted to your patrons and your physical (or virtual) space.

Attendees will:

- Discover who you really think an "adult" is and how you can serve them
- Walk away with at least 3 new ideas that will work for your audience, budget, and space
- Learn how to tackle logistical issues like administrative buy-in, finding funding, accessibility, marketing, and legal matters
- Understand the importance of community partnerships in program planning

Your Knowledge Expert

Date **June 12, 2024**

Time **2.00 PM - 3.00 PM EST**



**Jenn
Carson**



Appy Hour with Kira and Holly

Categories: Technology &
Professional Development

Whether you're a tech enthusiast, a productivity guru, or simply curious about the latest app trends, join us for an engaging and interactive webinar where we dive into the world of apps. In this session, we will explore a curated selection of twenty apps handpicked by Kira and Holly. We will be featuring a variety of apps during the webinar, with some being recommended for your practicality and excellence, while others have been selected to inspire interesting conversations and diverse viewpoints.

This blend ensures that our session will not only introduce you to valuable apps but also encourage engaging discussions and the sharing of different perspectives among participants. Be ready to share your favorite apps with fellow participants and get inspired by new recommendations from others. B.Y.O.B. – Bring Your Own Beverage and Appytite.

Your Knowledge Experts

Date **June 26, 2024**

Time **2.00 PM - 3.00 PM EST**



**Kira
Smith**



**Holly
Klingler**