

## 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

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*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.