

23<sup>rd</sup> Annual Conference & Exhibition of the SLA/AGC

Diplomat Radisson Blu, Kingdom of Bahrain, 7-9 March 2017

# Market Your Library Services

*To thrive, or not to thrive: that is the question*



Isa Cultural Center, Kingdom of Bahrain  
5 – 6 March 2017



## Workshop Overview

### The workshop will cover the following:

- How to identify the target audience and community needs?
- How to create targeted marketing messages that compel directly to the needs of your community?
- What are the best/proper methods and techniques to reach out to the community?
- How to develop a marketing strategy? Case studies and practical exercises.
- What are the best/ proper practices to identify and use marketing channels effectively?
- What are the applicable tips of thinking then marketing out of the box?
- What are the next steps you will take to implement new marketing plans and ideas into your library?

## Workshop Objectives

### By the end of this workshop, participants will be able to:


- ▶ **Understand** the role marketing can play in changing the perception of their library and/or increasing the usage of their resources and services.
- ▶ **Develop and implement** a marketing/communication plan designed to increase awareness and usage of specific products and services targeted at specific audiences with measurable results, such as:
  - Articulate the problem to be addressed with their marketing campaign;
  - Identify the audience they intent to reach;
  - Identify outcomes and set goals;
  - Develop a marketing plan;
  - Have a clear vision on how to implement the plan; and
  - Define a way to measure and evaluate the results.

## Workshop Language

**English- with immediate Arabic translation**

## Workshop Moderator

The workshop will be facilitated and moderated by Marketing Library Expert with outstanding experience in applying creative and innovative methods and techniques in marketing library services and able to transfer his knowledge to the audience and train them effectively.





## Workshop Format

The workshop will adopt and utilize the following forms and mechanisms:

- Presentation;
- Group discussion;
- Role playing; and
- Brainstorming.

## Participation Certificate

Each participant in the workshop will receive an approved and documented certificate from SLA-AGC and Naseej Academy representatives for his/her participation and remarkable engagement.

## The Targeted Audience

The workshop is suitable for:

- Heads of Library Services Departments in Special/Academic Libraries. Librarians, information specialists and other individuals who works in library services departments.  
Audience from other departments (like Acquisition, Technical, Reference... etc.) are welcomed to enrich the workshop discussions.

## The Place

- Isa Cultural Center: [www.icc.gov.bh](http://www.icc.gov.bh)
- Diplomat Radisson Blu Hotel, Kingdom of Bahrain:  
<https://www.radissonblu.com/en/diplomathotel-bahrain>

## Date and Time

March 5 – 6, 2017 (Sunday & Monday)

From 8:00 am – 2:00 pm.





## Workshop cost

### Early bird registration:


(If you complete registration and payment before January 31<sup>st</sup>, 2017, your registration will also cover SLA conference registration fees)

- **SLA members: 850 USD** (SLA conference registration fees included)  
Includes workshop registration fees, and 2 nights at the Diplomat Radisson Blu Hotel (Single room)
- **Non-SLA members: 900 USD** (SLA conference registration fees included)  
Includes workshop registration fees, and 2 nights at the Diplomat Radisson Blu Hotel (Single room)

### Payment method:

- **Payment via Bank Transfer** to the following account:  
Riyad Bank – Malaz, Riyadh, S. A – KSA  
Account No. : 2860431149901  
IBAN: SA63 2000 0002 8604 3114 9901  
Swift Code: RIBLSARI  
Beneficiary Name: Arabian Advanced Systems  
E-mail the transfer receipt to this email: [info@naseejacademy.org](mailto:info@naseejacademy.org)

## Regular registration

- **SLA members: 850 USD**  
Includes workshop registration fees, and 2 nights at the Diplomat Radisson Blu Hotel (Single room)  
(Not included: SLA conference registration fees)
  - **Non-SLA members: 900 USD**  
Includes workshop registration fees, and 2 nights at the Diplomat Radisson Blu Hotel (Single room)  
(Not included: SLA conference registration fees)
- 



## Payment method:

### Payment via Bank Transfer to the following account:


- Riyadh Bank – Malaz, Riyadh, S. A – KSA  
Account No. : 2860431149901  
IBAN: SA63 2000 0002 8604 3114 9901  
Swift Code: RIBLSARI  
Beneficiary Name: Arabian Advanced Systems  
E-mail the transfer receipt to this email: [info@naseejacademy.org](mailto:info@naseejacademy.org)

- **OR In cash** upon arrival to the workshop venue.

## Notes:

- Registered people will be responsible for their own flight tickets and visa.
- Please deduct 100 USD from all the above mentioned fees if you are not interested in the 2 nights hotel accommodation.

## Registration

- Registration will be opened until February 28<sup>th</sup>, 2017.
  - To register, please visit : <http://success.naseej.com/sla-2017-market-your-library/>
  - For more information:
    - e-mail: [info@naseejacademy.org](mailto:info@naseejacademy.org)
    - Or Call Mr. Saied Ali on: +202 25980500, Ext. 2145
  - **Seats are limited, Early registration guarantees your seats.**
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# Workshop Agenda

Day 1: Sunday, March 5, 2017

Time	Activity	Format
08:00 am – 08:30 am	Onsite Registration and Morning Coffee	
08:30 am – 09:00 am	<ul style="list-style-type: none"><li>• Welcome, Introduction and overview (Including guidelines for getting the most out of the workshop and audiences expectations)</li></ul>	Stand-up talk
09:00 am – 10:00 am	<ul style="list-style-type: none"><li>• How marketing can solve your library's problems?<ul style="list-style-type: none"><li>○ Marketing, Advertising, and branding: A conceptual differentiation.</li><li>○ The differences between brand marketing vs product marketing.</li><li>○ Bite-Sized Solution: How to integrate an updated improved brand into your product marketing.</li></ul></li></ul>	Presentation
10:00 am – 10:15 am	Short Break	
10:15 am– 10:45 am	<ul style="list-style-type: none"><li>• Identify problem to be addressed for marketing plan: A problem solving technique.</li></ul>	Small Group Work
10:45 am– 11:30 am	<ul style="list-style-type: none"><li>• Aligning your offering with your users' needs.<ul style="list-style-type: none"><li>○ What is a targeted audience?</li><li>○ Understanding your audiences.</li><li>○ Benefit driven messaging.</li></ul></li></ul>	Presentation & Role- playing
11:30 am – 12:00 pm	Coffee Break	
12:00 pm – 01:00 pm	<ul style="list-style-type: none"><li>• Identify two key audiences for above products/services</li><li>• Identify one or two products/services you believe will resonate with those audiences</li><li>• Create one benefit driven message for each audience</li><li>• Describe the “look and feel” the campaign should have in order to resonate with the selected audiences</li></ul>	Presentation & Small Group Work
01:00 pm – 01:25 pm	<ul style="list-style-type: none"><li>• Reaching users where they are<ul style="list-style-type: none"><li>○ What are the top communication channels for libraries</li><li>○ What is marketing placement and how we can use it for library marketing</li></ul></li></ul>	Small Group Work & Brainstorming
01:25 pm – 01:50 pm	<ul style="list-style-type: none"><li>• Identify top 2-3 communication channels for the 2 audiences identified in day one.</li><li>• Define top 3 placement locations for print materials/outreach.</li></ul>	Small Group Work & Brainstorming
01:50 pm – 02:00 pm	<ul style="list-style-type: none"><li>• Report results to group and 1<sup>st</sup> day ADJOURN</li></ul>	Open Discussion



## Day 2: Monday, March 6, 2017

Time	Activity	Format
08:00 am – 08:30 am	Morning Coffee	
08:30 am – 08:45 am	<ul style="list-style-type: none"><li>• Welcome– recap from yesterday</li></ul>	Stand-up talk
08:45 am – 10:00 am	<ul style="list-style-type: none"><li>○ Reaching users where they are:</li><li>○ What are the top communication channels for libraries?</li><li>○ What is marketing placement and how we can use it for library marketing.</li></ul>	Presentation
10:00 am – 10:15 am	Short Break	
10:15 am– 11:30 am	<ul style="list-style-type: none"><li>• Identify top 2-3 communication channels for the 2 audiences identified in day one</li><li>• Define top 3 placement locations for print materials/outreach.</li></ul>	Small Group Work & Discussion
11:30 am – 12:00 am	Coffee Break	
12:00 pm – 01:00 pm	<ul style="list-style-type: none"><li>• The Bite-Sized Marketing Plan</li><li>• How to pull it all together into a plan</li><li>• Secret ways to cover library services with knowledge pheromone.</li></ul>	Small Group Work & Brainstorming
01:00 pm – 01:30 pm	<ul style="list-style-type: none"><li>○ Using the worksheet, create draft marketing plan</li><li>○ Create a list of resources</li><li>○ Developed Marketing plan assessment and evaluation</li></ul>	Small Group Work
01:30 pm – 01:50 pm	<ul style="list-style-type: none"><li>• Overall evaluations, take-a-ways and next steps</li></ul>	Open Discussion
01:50 pm – 02:00 pm	<ul style="list-style-type: none"><li>• 2<sup>nd</sup> day ADJOURN &amp; WORKSHOP WRAPPING UP</li></ul>	