



LIASA MAIG (Marketing and Advocacy Interest Group) invites you to attend our first Seminar titled:

Marketing and Advocacy for librarians: tips of the trade!

Date: Friday 18 August 2017

Time: 9:00 – 13:30

Venue: Auditorium, Level 3, [Merensky 2 Library](#), Hatfield Campus, University of Pretoria

Programme:

8:00 – 9:00 Arrival and registration

9:00 – 9:05: Welcome by Elsabé Olivier, [MAIG](#) Chair

9:05 – 9:15: Opening by Mmaditshipi Seageng, LIASA [Gauteng North](#) Chair

9:15 – 9:55: [Marketing your library on a shoestring ... suggestions from a bibliophile](#) by Theuns Kotze, University of Pretoria lecturer

- [Sample email](#)



In this presentation, Theuns will share ideas on how you can effectively market your library's services with a small budget. The following issues will be covered:

- Understanding the "jobs" that your main user segments want done
- Tailoring library offerings to help your users get their desired "jobs" done
- Library services as a desired process and a desired outcome
- Effectively communicating your library offerings to user segments
- Knowing whether you have hit the mark or not

9:55 – 10:35: [Digital Marketing tips, Tools & Tricks for Librarians](#) by Ina Smith, LIASA Librarian of the Year 2016



The heart of a successful library lies in successful marketing. One can go as far as saying that – if the library is not on the web, it doesn't exist. Technology is developing faster than librarians can adapt, but that doesn't mean we should feel left behind. In this presentation Ina will share some tips, tools and

tricks librarians can consider in making users aware of much needed services offered by the library in general.

10:35 – 10:45: Comfort break

10:45 – 11:25: [The United Nations 2030 Sustainable Development Goals](#) by Righardt le Roux, Nalibali – Nalibali Provincial Support Coordinator



In this presentation Righardt will deal with the United Nations' 2030 Sustainable Development Goals number 4 & 17 and will address how forming a closer working relationship or partnership between LIASA and Nal'ibali we will be helping in achieving the broader spectrum of all 17 Goals.

11:25 – 12:15 [Next level library marketing initiatives](#) by René Schoombee, LIASA Librarian of the Year 2007



René will share ideas with the audience regarding projects librarians can embark on to promote literature and libraries amongst library users. The presentation will be packed with practical examples of next level marketing initiatives, sure to inspire you to out of the box thinking skills.

12:15 – 12:20 Closing and a word of thanks

12:20 – 13:30 Lunch