COMING SOON TO A LOCATION NEAR YOU!

Keeping it Simple: Developing a Marketing Plan for Your Library

A two day marketing seminar

Presented by Alexis H. Sarkisian

About the Presenter

In a career spanning more than three decades, Alexis Sarkisian has achieved success as an Emmy-winning television producer, an international marketing executive, an on-camera talent, an educator, a consultant, and an entrepreneur. Alexis is also a member of the development team for the Illinois State Library’s LOOK US UP campaign, designed to increase use of the Illinois State Library System that won a John Cotton Dana Award. In addition, she was a consultant on the North Suburban Library team that also won a Dana for WHAT’S NEW IN LIBRARIES? Currently she uses her education and professional experience to help library agencies enhance their outreach efforts.

Objectives

The Public Library Standards include a marketing section with essential and enhanced marketing techniques. Attend this workshop and be ready for the standards!

• Understand the meaning and application of marketing in libraries.
• Know and understand the elements included in a marketing plan.
• Identify and create the elements of a marketing plan.
• Establish measurement tools to evaluate marketing efforts.

Dates and Locations

May 3-4, 2005
Grapevine Public Library

May 5-6, 2005
Arlington Public Library

Attendees can earn 5.5 CE hours per day

If you have any questions, please call Nell at the NTRLS Office at 817/377-4440 or 800/856-3050.

Sponsored by

North Texas Regional Library System, Inc.

Please fill out registration form on the reverse side.
Yes, I/We will attend the
“Keeping it Simple: Developing and Implementing a Marketing Plan for Your Library” Workshop.

Name(s): ____________________________________________

Library: ______________________________________________

Fax #: __________________________ Phone: __________________________

_____ May 3-4 Grapevine Public Library
1201 Municipal Way
Grapevine, TX  76051

_____ May 5-6 Arlington Public Library
101 E. Abram St.
Arlington, TX  76010

Please mail this registration to Nell Callison, at North Texas Regional Library System, 6320 Southwest Blvd., Suite 101, Fort Worth, Texas 76109 or fax to 800/856-8020 or 817/377-8020 or

The Institute of Museum and Library Services, a Federal agency that fosters innovation, leadership and a lifetime of learning, supports the North Texas Regional Library System, Inc. through the Texas State Library and Archives Commission.