

Welcome to #LMCC18

Wednesday, November 14, 2018

See full session descriptions at: librarymarketingconference.org/schedule

7:30 - 8:30 am

Regency Foyer

Registration

7:30 - 8:30 am

Regency Ballroom C & D

Complimentary Breakfast

8:30 - 9:30 am

Regency Ballroom C & D

Welcome & The LMCC Inaugural President's Program
Sponsored by Gale Cengage

Cordelia Anderson of the Charlotte Mecklenburg Library & Jennifer Burke

9:30 - 10:00 am

Regency Foyer

Beverage & Networking Break
Sponsored by OCLC & OCLC Wise

**Communications/
PR Track**

REGENCY A

**Graphic Design/
Technology Track**

REGENCY B

Social Media Track

REGENCY E

**Marketing Strategies/
Plans Track**

REGENCY F

10:00 - 11:00 am

The Conversation Continues
with Cordelia and Jennifer

Practical Tips to Improve
Your Library's Website

Influencer Marketing: Turn
Social Media Followers into
Brand Ambassadors

The Art and Science of
Marketing Communications

11:15 am - 12:15 pm

Leveling Up: Using
Assessment Data to Up
Your Marketing Game
and Communicate Your
Library's Impact

Optimizing Library Marketing
with Short Links

Building Strong
Social Media
Communications Teams

Crisis Communications:
How to Keep Calm
and Cut Down on Chaos

12:15 pm - 1:30 pm

Regency Ballroom C & D

Complimentary Lunch

1:00 - 5:00 pm

Regency Foyer

Swag Swap

1:30 - 2:30 pm

Learn to Enhance Your
Library's Brand Through the
Exploration and Creation of
Your Personal Brand

Fundamentals of
Compelling Design:
Movement and Texture

5 Keys to
#SocialMediaSuccess
in Academic Libraries

From Print to Digital:
Transforming Your
Library Marketing with
Strategy and Innovation

2:45 - 3:45 pm

Generating and Framing
Content: Strategic
Multi-Platform Content
Marketing in
Academic Libraries

This Library is #1 in Google
for Over 100,000 Keywords:
Here's How They Did It

Snapchat in Libraries:
A Cross-Departmental
Tool for Instruction
and Communications

One Hook, Many Hats:
How to Create an
Evergreen Marketing
Campaign

3:45 - 4:15 pm

Regency Foyer

Snack Break

Sponsored by LibraryAware from EBSCO

4:15 - 5:15 pm

An Ecology of News: How
to Make the Most of Your
Content and Finally Reach
All Your Audiences

Not Another
Boring, Cluttered Flyer:
Graphic Design Tips
and Tools Round-Up

#WinningatSocialMedia
#AskMeHow

Adding Advertising
to the Budget

5:45 pm and 6:30 pm

Leaving for Dine-Arounds

Welcome to #LMCC18

Thursday, November 15, 2018

See full session descriptions at: librarymarketingconference.org/schedule

7:30 - 8:30 am

Regency Ballroom C & D

Complimentary Breakfast

8:30 - 8:45 am

Regency Ballroom C & D

Welcome

8:45 - 9:30 am

Regency Ballroom C & D

Keynote: Customer Experience Marketing, Why Libraries Are Made for This

Todd Baker, Non-Profit Marketing Expert

9:00 am - 3:00 pm

Regency Foyer

Swag Swap

9:30 - 10:00 am

Regency Foyer

Beverage & Networking Break

Sponsored by OCLC & OCLC Wise

Partnerships/
Advocacy Track

REGENCY A

Engagement/Focus
on User Track

REGENCY B

Internal Marketing Track

REGENCY E

Promoting Library
Programs/Services Track

REGENCY F

10:00 - 11:00 am

Winning the Vote:
The Administrator's
Perspective on Advocating
for a Successful
Tax Proposition

What's My Motivation Here?
Creating User Personas
to Market to Diverse Users

Style Guides and Checklists
and Logos, Oh My!
Creating a Communications
Toolkit to Empower Your
Library Employees

Marketing Library Services
to Distance Learners at an
Online College: Strategies
and Lessons Learned

11:15 am - 12:15 pm

Marketing Public
Art in Libraries
(REGENCY B)

Using Customer Segmentation
and Data to Increase
the Impact of Your
Library's Marketing Efforts
(REGENCY A)

"Just One Thing":
A Marketing Concept
for All Library Staff

We Have an Official Library
Outreach Program!
Now What?

12:15 pm - 1:30 pm

Regency Ballroom C & D

Complimentary Lunch

1:30 - 2:30 pm

Before, During, and After:
Communications Techniques
for a Successful
Levy Campaign

What About Me?
Bringing Diversity
and Inclusion into
Your Library Marketing

Transcending the Details:
Building Productive Work
Relationships with
Your Library Staff

Energizing New
Student Orientation

2:45 - 3:45 pm

Navigating Community
Partnerships

What Color Is Your Gel Pen?
Personality Quizzes
and Their Place in Your
Library's Engagement
Strategy

From Serendipity to Success:
Creating and Sustaining
a Successful Marketing Team

Hiding Vegetables in
Brownie Batter:
Serving Up Mission-Focused
Programming that Satisfies
Evolving Community Needs

3:45 - 4:15 pm

Regency Foyer

Snack Break

3:45 - 4:45 pm

Regency Ballroom C & D

Wrap Up