

## November 6: Pre-Conference

Topic/Title TBD 1:00-4:00 PM ET Speaker(s) TBD

### Highlights:

- 32 Concurrent Sessions
- 6 Meals (Light Breakfast, Lunch, and Snack Break on both days)
- 2 Keynotes
- 4 Posters

## November 7: Day 1

8:00-9:00		Light Breakfast and Welcome	
9-9:45		Keynote 1 TBD	
10:00-11:00			
Track 1	Track 2	Track 3	Track 4
11:15-12:15			
LUNCH 12:15-1:15 Swag Swap/Poster Sessions Now Open!			
1:30-2:30			
Track 1	Track 2	Track 3	Track 4
SNACK and Networking Break/Poster Sessions: 2:30-3:00			
3:00-4:00			

Note: Dine-Arounds begin at 5:30

## November 8: Day 2

8:00-9:00	Light Breakfast and Welcome		
9:00-9:45	Keynote 2 TBD		
10:00-11:00			
Track 5	Track 6	Track 8	Track 9
11:15-12:15			
LUNCH 12:15-1:15 Swag Swap/Poster Sessions Are Open until 3!			
1:30-2:30			
Track 5	Track 7	Track 8	Track 9
SNACK and Networking Break: 2:30-3:00 / Swag Swap/Poster Sessions End			
3:00-4:00			
4:15-5:00	LMCC Open House + Networking Session		

Note: Dine-Arounds begin at 5:30

## Tracks

1. Marketing Strategy
2. Crisis Communication
3. Storytelling
4. Design/Websites
5. Community Engagement
6. DEIA
7. Resilience
8. Social Media
9. Outreach/Programming

## Sessions

1. I Already Sent That! How to Strategically Share Information Using Various Platforms So Others Pay Attention
2. Extreme Makeover Library Edition: Promoting Your Library's New Spaces
3. Not Every Program Needs a Flyer: Tips for Promoting Programs
4. Let the Numbers Lead You: Using Data to Market Your Library
5. Preparing for Library Renovation Closure: Using Crisis Communication as Inspiration to Communicate with Stakeholders
6. How to Say the Hard Things: Lessons Learned in Years of Crisis
7. The Challenges We Face and How to Communicate Through Them
8. Try a Little Tenderness: Communication and Marketing Inspired by the Trauma-Informed Framework
9. Strengthen Your Marketing During Challenging Times
10. The Power of Empathy-Centered Storytelling
11. Establishing a Flow of Substantial Stories
12. A Modern Website for a Modern Library: Designing for Today's Consumer
13. Just Keeping Swimming: How to Streamline Your Design Practices to Keep Up with an Increasingly Visual World
14. How'd You Get Here? Understanding and Evaluating Library Web Traffic Acquisition
15. Not Everything Can Go on the Website: Effective Content Management Strategies for Libraries
16. Partners for Good: Using Community Engagement to Strengthen Governmental Relations
17. It's a Match! Knowing When to Swipe Right on Your Community Partners
18. Books, Brews, & Fireworks: The Ultimate Library Experience
19. The Ties That Bind: How Libraries Can Use Email Marketing to Bring Their Communities Together
20. Inclusive and Accessible: Library Signage and the Americans with Disabilities Act (ADA)
21. Open for All: Real-World Ideas for Incorporating Accessibility and DEI Into Your Library Marketing
22. One Person, Many Hats: What to Do When You Want (Or Have to Have) It All with a Small Team
23. I Can't Even with Content Anymore: How to Work Through Content Creation Burnout
24. Are we cringey?: Evaluating Social Media Strategies for Younger Audiences
25. More than Clicks and Likes: Really Measuring Social Media Impact on Event Attendance
26. Libraries and TikTok - The Why, The How, & The Heart 🧡
27. Is Your Reach Really Reaching? Learning with Social Media Audits
28. Looking Back While Running Forward: Strategies for Growing a Library Outreach Program
29. Staying on Track with an Outreach Plan: Reporting on the Strategic Planning Process
30. Growing Your Library with Google
31. Pivoting from a Single Marketing Promotion to a Multi-Phase Plan: How to Respond When a Library Program Explodes
32. Clarify Your Message and Build a StoryBrand for Your Library

## Poster Sessions

1. Where Libraries and Museums Meet: How to Showcase Young Artists and Bring Thousands of First-time Visitors to Your Library
2. Ask Them! Engaging students with talkback boards, displays, and passive programming
3. Reconnecting With Customers in a Post-Pandemic World
4. The Show Must Go On: Managing Social Media without a Showrunner