



CREATE YOUR OWN CUSTOMIZED MARKETING PLAN

Presented by Kathy Dempsey
9:30am-12:30pm (breakfast at 9:00am)

Learn the definition of true marketing and hear about some tools and strategies you need for success. Then (through instruction, group discussion, and brainstorming) each participant will choose a targeted segment of clients and work through 5 steps to outline a customized marketing plan for that group. Through this process, you'll learn key communication skills that will help you be more successful in promoting your services and expertise. The marketing plans you take home will include promotional strategies and measurable goals. The instructor will sprinkle tips, best practices, and innovative ideas throughout this course. Afterward, participants will be able to apply their new skills and knowledge repeatedly to identify more target markets and to produce plans for them as well.



Wednesday, Sept. 16, 2009

Monmouth County Library Headquarters, Manalapan, NJ

125 Symmes Drive, Manalapan, NJ 07726, (732) 431-7220—PLEASE PARK IN THE BACK!

Directions: http://www.monmouthcountylib.org/location_directions.htm

Cost: \$30 for one (includes breakfast or lunch), \$50 for both (includes lunch and breakfast)

To Register

Call the office: 732-409-6484 –OR- Go online:

Building: <http://tinyurl.com/cjrlcWOM> **Create:** <http://tinyurl.com/cjrlcMarketing>

BUILDING COMMUNITY PARTNERSHIPS & USING WORD-OF-MOUTH MARKETING

Presented by Kathy Dempsey & Nancy Dowd
1:30pm-4:30pm (lunch at 1:00pm)



This workshop will be given by marketing mavens and blogging partners Kathy Dempsey and Nancy Dowd. First, Kathy will reveal what "true marketing" is and what steps it entails. Then Nancy will tell you the real deal behind word-of-mouth marketing, why it's more than elevator speeches, and how to plan to do it effectively. After that, Kathy will share lots of ideas for building community partnerships, including a list of groups you can partner with and what you can offer each other. Finally, the duo will team up to outline how you can use partnerships in successful word-of-mouth marketing campaigns. Attendees will leave with steps sketched out for starting a simple WoM campaign when they get back to work.

The Presenters

Kathy Dempsey officially started her consulting firm, Libraries Are Essential, in 2005, after working in, around, and for the library industry over a span of 20 years. In 1994, her journalism degree and library experience were the perfect combination to secure a job New Jersey-based Information Today, Inc. (ITI), a publishing company that specializes serials and books for the library and information industry. She has been the sole Editor of the *Marketing Library Services* newsletter for 15 years, and was also edited *Computers in Libraries* magazine for 13 years, until she resigned at the end of 2007. She currently consults and speaks part-time while she continues to edit MLS part-time.

Dempsey has presented many library marketing and promotion workshops, conference sessions and keynote speeches around the U.S. She has also written countless articles and has edited and contributed to several books. Now she has written her own book, called *The Accidental Library Marketer*, which will be out this summer. Kathy also contributes to Nancy Dowd's library marketing blog, The M word.

Nancy Dowd is the Director of Marketing for the New Jersey State Library where she incorporates her career experiences as an editor, writer, presenter and marketer to produce effective and replicable marketing strategies for libraries. Her work has received awards from ALA and NJLA. Her newest word of mouth campaign is "Tell Us Your Story." She is the author of two blogs, The M Word and The Best of Library Videos, and is presently under contract with ALA to write a book on marketing that is expected to be released this year.

Nancy and Kathy are both active members of NJLA and both serve on its Public Relations Committee.