

## Promoting Your Conference Programs

NJLA conference programs are great ways to share information with colleagues and attract attention and involves for your NJLA Committee, Section, or Roundtable.

We asked two NJLA program marketers *extraordinaire*, Sophie Brookover and Paul Schroeder, how they have approached promoting conference programs:

**Sophie:** I definitely suggest spreading out promotion of the specific programs over a period of weeks. Elements to include in promotional e-mails are:

- Title of program
- Name & affiliation of presenter
- Link to website of presenter, if available
- Description, time & date of program
- Link to event registration (so people can follow that impulse to register immediately)
- Link to full conference program, so interested parties can see what else the organization has planned

Other methods of promotion:

- **Twitter** -- you can tweet something very brief with a link to content on a blog, within Facebook, or on Flickr in the lead-up to the event, during the event itself, and then after the event, to direct traffic to handouts/slides from the event posted to the conference wiki.
- **Facebook** -- you can create a Page to promote specific events. This would be separate from an Account -- for example, I have an Account on FB, as Sophie Brookover. Liz Burns & I also created a Page on FB, for our book. Other FB users can become Fans of the book's Page, and we automatically feed our blog content to it. Another advantage of having a Page that people can become Fans of is that you can send messages to your entire fan base, which makes for some good targeted marketing. I also suggest talking to Andy Woodward, at Burlington County Library about this. He is the force behind the Ben & Jerry's Library-themed ice cream flavor movement.

Those would be my favorites, in terms of ease and recyclability/repurpose-ability of content across several platforms.

**Paul:**

I did try to put out a general overview email of conference programs first, then over the weeks leading up to the conference send out emails dedicated to one program each using the points Sophie lists. Just before the conference I'd send out one more general overview of programs.

Use these and share your good ideas with us as more new ways of reaching NJLA Members and the NJ Library community evolve.

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