



Joint Spring Workshop 2010 360° Marketing: Selling Libraries to both Users and Decision-Makers

Sponsored by: LLSDC, DCLA, DC/SLA, FLICC, and OCLC

Join library marketing gurus and decision-makers from all types of libraries for a program aimed at helping you not just market your library and services but SELL them to both your users and the decision-makers in your organization.

- Keynote Speaker:** Katya Andresen, Author of "Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes"
- Panel:** Panelists include Ginnie Cooper, DC Public Library and Ed Walters, CEO, Fastcase.
- Date:** April 27, 2010
- Time:** 8:30am – 4:00pm
Please arrive at 8:30, when the Library of Congress opens, for enough time to go through security, find the Mumford Room and sign in. Program begins promptly at 9:00.
- Location:** Library of Congress
Mumford Room – 6th Floor
Madison Building
101 Independence Ave, SE
Metro: Capitol South
- Price:** \$60.00 – Members
\$85.00 – Non-Members
\$25.00 – Students/Retirees/Unemployed

Includes continental breakfast and lunch.
Tax ID number is 52-1121282
- Register:** RSVP to Carla Evans at cevens@proskauer.com or 202/416-6823, *regardless of form of payment.*

****Marketing Showcase****

Please feel free to bring in any marketing materials or ideas you have – we will be making all items available during lunch for people to browse.

Registration Form: Joint Spring Workshop, April 27, 2010

Name: _____

Organization: _____

Phone: _____ E-mail: _____

Member (\$60) _____ Non-Member (\$85) _____ Student/Retired (\$25) _____

Affiliation: DCLA _____ DC/SLA _____ FLICC _____ LLSDC _____ OCLC Eastern _____

Other (pls specify) _____ **If you will need a receipt, please check here:** _____

The JSW complies with ADA. We can accommodate your needs provided you contact us by March 23, 2010.

Payment: Electronic Payments can be made via PayPal*.

Checks should be made payable to LLSDC and mailed with registration to:

Carla Evans
Proskauer
1001 Pennsylvania Ave, NW Suite 400 South
Washington, DC 20004

To bill the registration fee to your agency's FEDLINK Education Training (FT) account, please contact Elinda Deans at ehar@loc.gov or 202-707-4848.

No purchase orders or training request forms. No refunds.

Deadline: Payment must be received by **Tuesday, April 20th, 2010.**

Sponsors: Law Librarians' Society of Washington, DC (LLDSC)
District of Columbia Library Association (DCLA)
DC Special Libraries Association (DC/SLA)
Federal Library and Information Center Committee (FLICC)
OCLC

*PayPal Directions:

- Go to: <http://www.llsdc.org/en/cev/222>
- Click on the "Register Now" button.
- Follow registration and payment instructions.
- PayPal will email a receipt to you. (PayPal payments are not refundable.)
- Please e-mail registration RSVP to Carla Evans, cevans@proskauer.com.