College of DuPage Teleconference

Hosted by the Spencer S. Eccles Health Sciences Library
Paid for by the Utah State Library Division

WHAT: Library Marketing: Tips and techniques
WHEN: Friday, February 18, 2005
TIME: 10:00 A.M. to Noon
WHERE: Eccles Health Sciences Library; History of Medicine Room, upper level
RSVP: Contact Jeanne Le Ber at 801-585-6744 or jeannele@lib.med.utah.edu

Overview
A discussion on techniques being used by innovative librarians to promote their libraries and services. Listen to the success stories of fellow librarians as they share their personal experiences in finding interesting and effective ways to mass-communicate and promote the value of their libraries.

Panelists
Buff Hirko, Statewide Virtual Reference Project Coordinator at Washington State Library
Howard McGinn, Dean of Libraries at Seton Hall University
Linda Wallace, Library Communication Strategies, Inc., formerly head of ALA's public Information office

For more information, program outline, discussion questions, and selected readings visit the website at http://www.dupage.edu/COD/index.php?id=11

Questions? Contact Jeanne Le Ber 801-585-6744 jeannele@lib.med.utah.edu