Big impact low budget marketing for libraries in uncertain times.

Dazzle your users, expand audience expectations, showcase your service. CILIP North East Regional Member Network is delighted to offer this practical, thought-provoking day course, acclaimed by CILIP colleagues, here on your doorstep.

Led by Terry Kendrick, it brings skills updates and top tips to every Library, Information and Knowledge service. You will leave inspired and enthused to try new ideas, confident in your abilities.

Thursday 12 April 2018.
Bewick Room, City Library, New Bridge Street, Newcastle upon Tyne NE1 8AX

Programme:

Morning – Thinking within a low budget - Marketing concepts and libraries

10:00 Welcome and introduction
10.15 Marketing in an era of sustained cost reduction. Making it possible.
10.30 How to really get attention - using value for impact
11:15 Coffee
11.30 Grouping your users for marketing communications - making sure someone is listening
12.00 Developing effective marketing messages targeted at specific user groups - what should we say to them?
12:30 Lunch (not provided)

Afternoon: - Action within a low budget - Developing your marketing insights with as little cost as possible

13:15 Thinking about implementing your marketing ideas from this morning - the importance of preparing the way
13.45 Choosing your priority groups for marketing effort
14.45 Tea and Coffee Break
15:00 A plan for marketing messages and how to get them to users without huge expenditure
15.50 Making it all happen with impact
16:10 Discussion around implementing marketing activities
16:30 Close
Terry Kendrick

Terry Kendrick has over 30 years' experience of delivering information and marketing training courses. These have been attended, in total, by over 1,000 library and information staff. Originally qualified as a librarian, Terry runs his own information and marketing training and consultancy company - Information Now Ltd - which was established in 1989. He specialises in strategic marketing (planning facilitation and training), strategic risk management, management consultancy skills, internet search techniques and competitive intelligence.

In addition to information activities Terry has in the past been Director of the MBA Programme at the University of East Anglia and Director of Executive Education at Leeds University Business School. In his freelance information and marketing activities Terry has worked on projects in over 20 countries. Terry is a CILIP Onsite trainer, presenting a number of tailored programmes for organisations. He has also written articles on marketing planning and is the author of Developing strategic marketing plans that really work: a toolkit for public libraries published by Facet.
Booking and Payment.

I/we will be attending Big impact low budget marketing, Thursday 12 April 2018, City Library, Newcastle upon Tyne, NE1 8AX.

Please reserve a place for me/us. Payment is attached / I will pay by Faster Payments transfer to CILIP NERMN account, sort code 60-83-01, number 20300764.

Employers can be invoiced against a purchase order. Payment must be made by 14 May 2018.

Prices (including VAT):
Member, North East Regional Member Network.  £84.00
Member, CILIP  £90.00
CILIP non-Member  £120.00

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