

Strategic Marketing For Academic and Research Libraries

**Facilitation Slides
for the Train-the-Trainer
Workshop**

Hello, I'm ...

- Name
- Background
- Current job
- Your role as facilitator
- Your prediction about the session

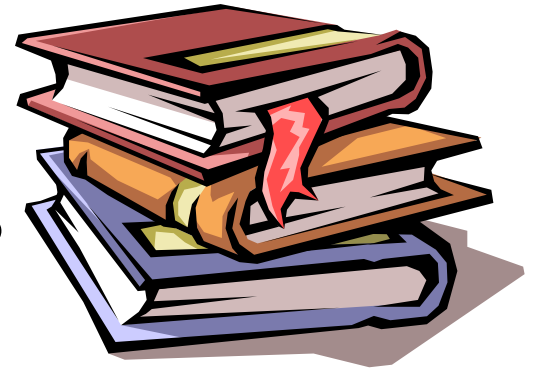


Team Assignments

- Organized into teams
- Work together to:
 - Learn to deliver the one-day workshop
 - Complete practice exercises in a team format
 - Help each other become good facilitators



The Materials



- **Participant Manual (PM)** – marketing process, information and worksheets
- **Facilitator Guide (FG)** – tips, examples, meeting/workshop outlines
- **Facilitation Slides (FS)**– Power Point slides
- **Academic Library Toolkit** – examples of libraries, librarians and campaigns
- **Campaign for America’s Libraries packet**– public relations examples and tips

Three Kinds of Workshops

- Self study materials for librarians to use in their own libraries: (FG pages 30-51)
 - Prepare the campaign alone
 - Work with a small leadership team
 - Work with a large group or whole staff
- Workshops for Librarians (FG pages 52-64)
 - One-day version
 - Two-day version
- Train-the-trainer for the one-day workshop (FG pages 65-69)



Train-the-Trainer Workshop

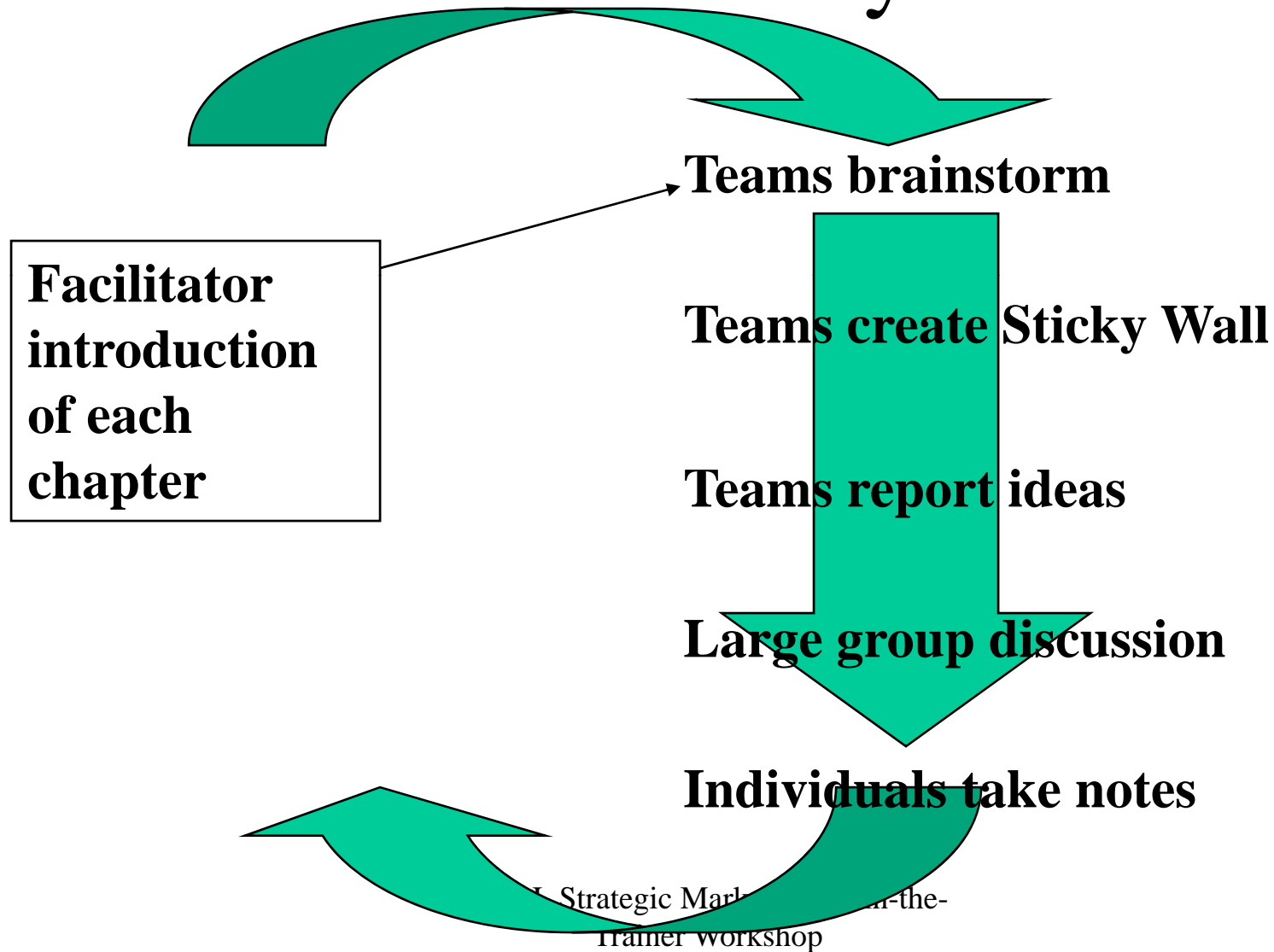
- Little emphasis on the content
- Get used to the flow and the tools
- Planning for leading key segments
- Discussion and tips
- Optional: actual practice leading a section of your own choosing



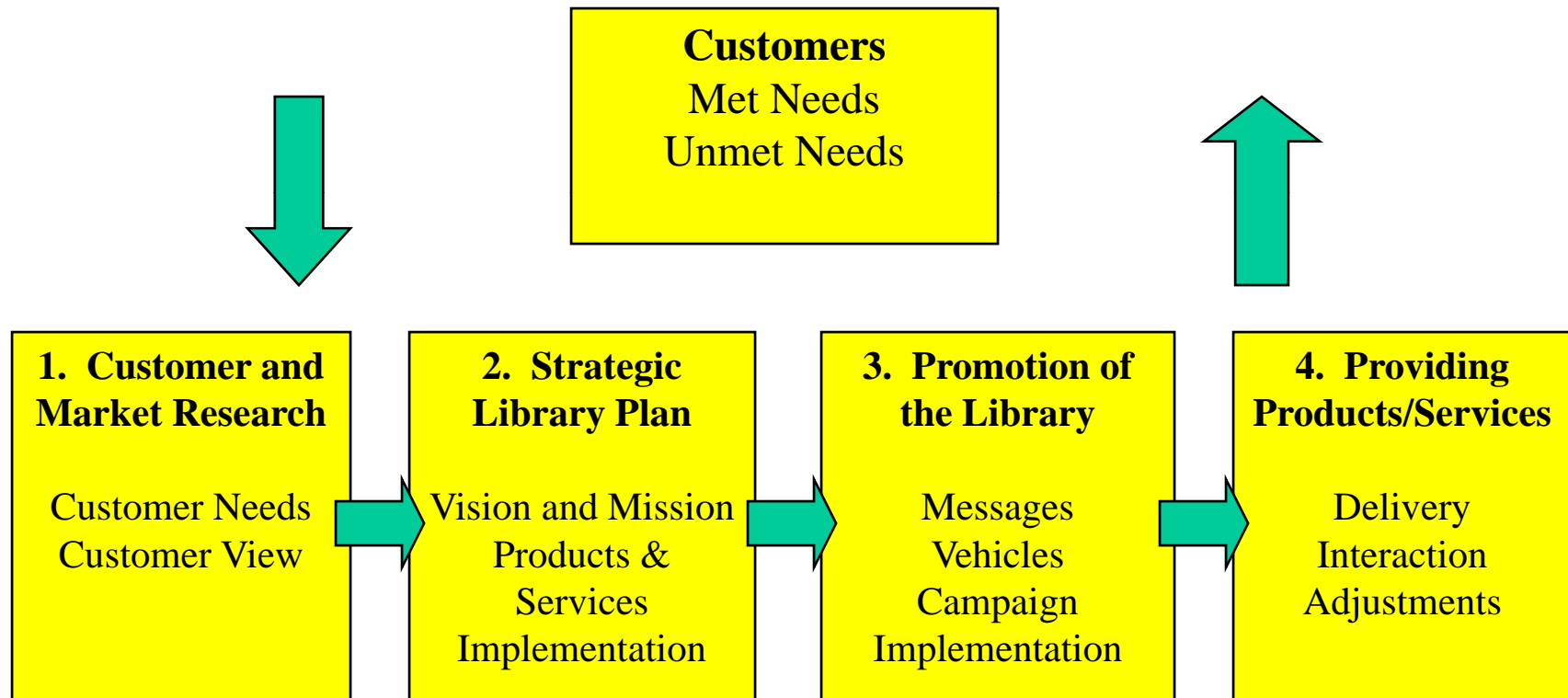
Questions?

- Content questions?
- Agenda questions?
- Things you would like included ...

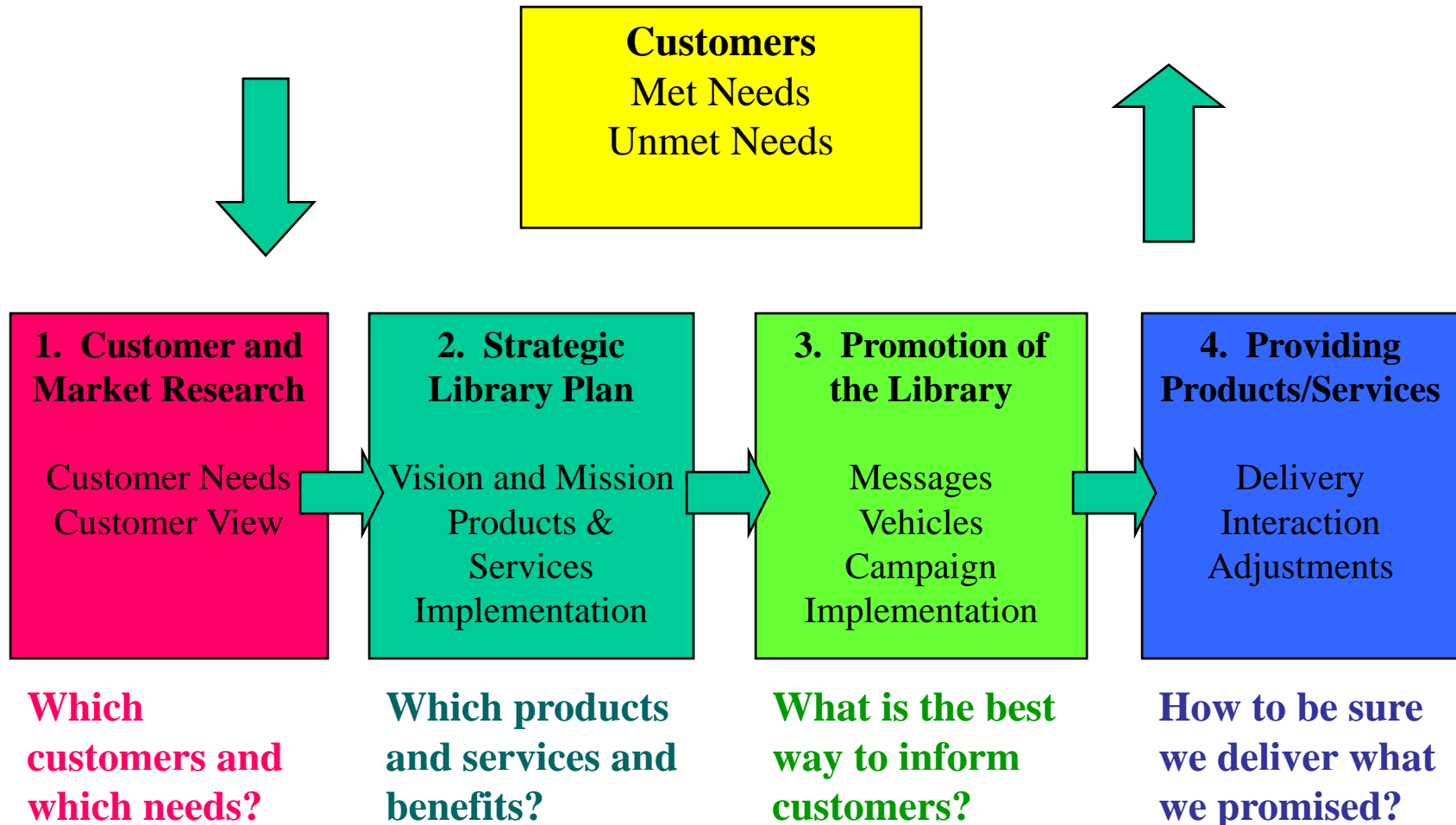
Flow of the One-Day Workshop



Marketing Planning Process



Strategic Decisions



Campaign Design

Strategy

Customer _____

Needs,
P/S & B

Messages
& AIDA

Platform

Vehicles

Need #1



P/S

Platform



B



Need #2

Platform

J F M A M J J A S O N D J F M A M J J A S O N D

FG p.26

Campaign Design Worksheet

Customer: _____

Needs, P/S & Benefits	Messages & Platforms	Vehicles	Frequency and Strategy	Dates
1.				
2.		See FG page 19 examples		
3.				



Facilitation Tips

- **Preparation:**
 - Self
 - Room and materials
 - Participants
 - Sponsors and partners
- **Presentation**
 - Presence and role
 - Speaking style
 - Slides and notes
 - Examples
 - Flipcharts
- **Facilitation challenges**
 - Tricky terminology
 - Examples
 - Instructions
 - Time frames
 - Managing meeting hogs
 - Managing ‘criticism’
 - Managing bored people
 - Managing your own energy

FG pages 6-8



Campaign Design Tips

- **Choose the workshop**
- **Term “customer”**
- **Other key terms**
 - **Products/services**
 - **Benefits**
 - **Library positioning statements**
 - **Messages**
 - **AIDA**
 - **Platforms**
 - **Vehicles**
- **Fun and high value points**
 - **Choosing customers to focus on first**
 - **Creating messages**
 - **Attaching vehicles**
 - **Sequencing**
- **Ground rules**

FG pages 9-11

Sticky Walls

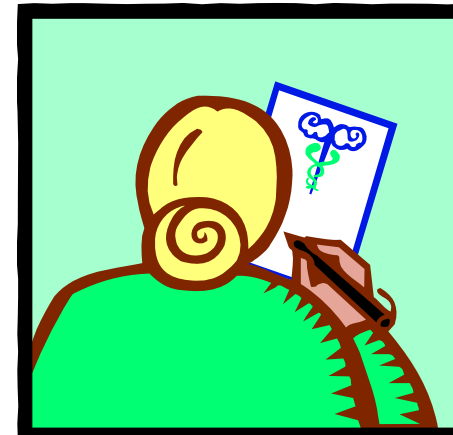
- Purpose: wall space to display ideas, rotate/combine ideas and create a plan of action. (FG page 20)
 - Use 5' x 12' nylon fabric
 - Spray 2 to 3 times with re-positional adhesive
 - Cut 150 ½ sheets of colored paper
 - Supply colored markers
 - Supply Post-Its™ of various sizes, colors
 - Attach to wall with Command Strips™



Lapboards

Purpose: work pad for individuals to create campaigns for their own libraries (FG page 22)

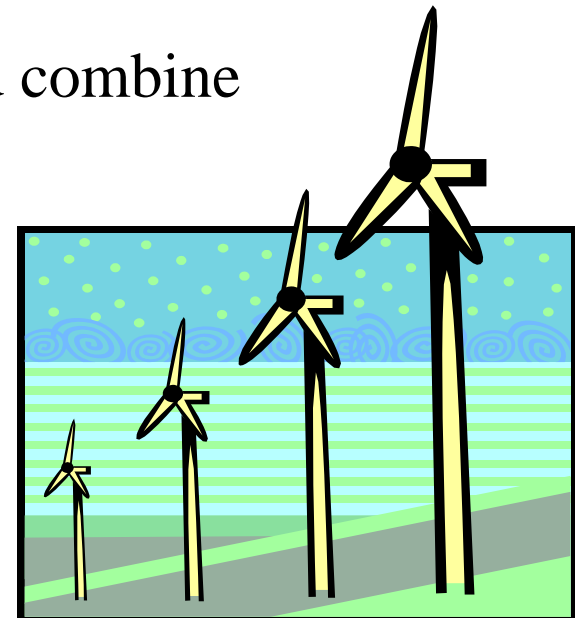
- Use hardboard or foam board 18” x 12”
- 4-5 sheets of 11” x 17” paper
- Small Post-Its™

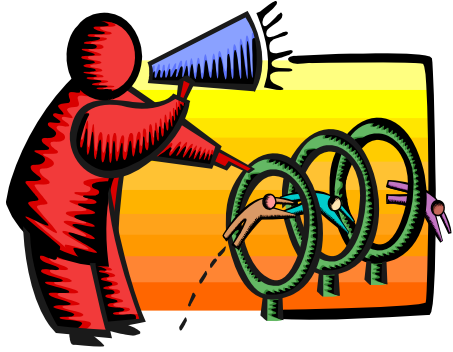


Energy Toys

Purpose: to relieve tension and to stimulate creativity (FG page 23)

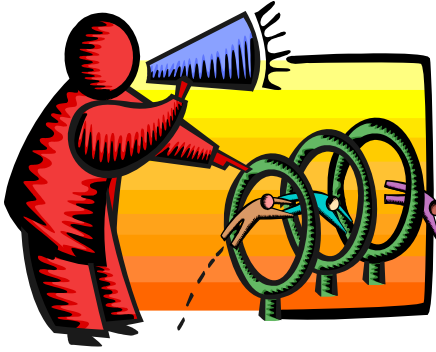
- Use hands and relax the brain
- Manipulate, rotate, shift, shape and combine
- Silly putty
- Colored pipe cleaners
- Small puzzles
- Koosh balls
- Logos or small building sets
- Small toys with wheels





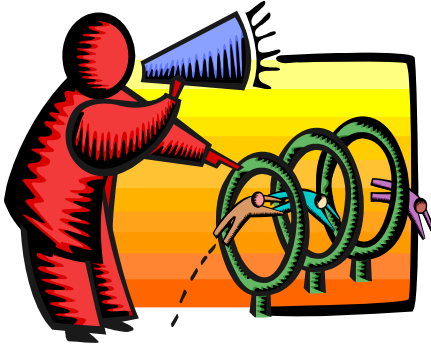
Team Assignment #1

- Put up your team's sticky wall- 10 minutes
- Suggestions:
 - Unfold already sprayed fabric
 - Attach Command Strips™, one every 12-18 inches
 - Affix to the wall, pressing the Command Strips™ firmly onto the wall
 - Locate the fabric on the wall so that people of various heights can use it comfortably



Team Assignment #2

- Teams work for 45 minutes
- Write ideas on flipcharts and complete one sticky wall
- 1-2 members document work for others
- 1 member serves as reporter
- Each team reports, 10 minutes only



Team Assignment #2

- Each is assigned one segment of the workshop
- Teams review their segment by:
 - Listing the PM pages on flipchart
 - Listing the facilitator slides to use on flipchart
 - Listing key content to stress on flipchart
 - Providing two good examples on flipchart
 - Completing a sample sticky wall for the segment
 - Listing facilitation suggestions on flipchart
- 1–2 members document work to share with others
- Prepare to do a “teach-back”



Workshop Segments

Chapters: (do the red ones first, blue next, green last)

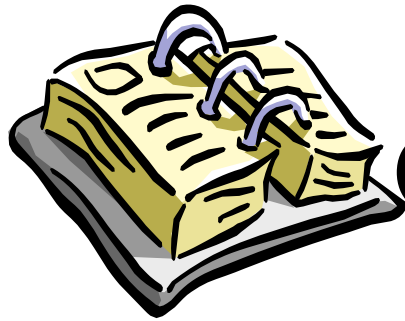
- 1 Introduction – model, Status Inventory
- 2 Customers and needs
- 3 Strategy and products/services & benefits
- 4 Positioning messages, messages, AIDA and platforms
- 5 Vehicles and campaign design
- 6 Implementing the promotional campaign
- 7 Delivering on promises

Team Reports

After each report, discuss:

- Content questions?
- Flow questions?
- Technique questions?
- Facilitation questions?
- Emphasis questions?
- Other questions?





Optional Exercise #3

- Teams continue – 3 hours
- Each member selects one segment of the one-day workshop to prepare and present to the rest of the team
- Individual preparation time
- Team members present to each other
- Feedback and suggestions
- Large group discussion: lessons, ideas?

Key Facilitation Tips

- Arrangements and roles
- Room set up & sticky walls
- Definitions – verbal and transparency examples
- Solicit participant ideas, experiences
- On balance, “ask” more than “tell”
- Trust the process, the slides will lead the way



Next Steps?

What steps will you take now to:

- Advertise the workshop?
- Advertise your availability?
- Collect helpful examples?
- Prepare for delivery?
- Share with and learn from others?

