

What's In, What's Spin.... Winning Strategies for Marketing Your

Federal and Armed Forces Libraries Roundtable – Annual Program

Saturday, June 26
10:30 a.m. – 12:00 noon
Renaissance Hotel, Yellowtail Room

Marketing your library or information center is essential in an era of unabated change. What notions do users have of us and what we do? How do we redefine the marketing of our services in response to organizational and technological changes, outsourcing, and the growing population of remote users?

Leslie Barrett, Vice President, Outsell, Inc. will offer marketing strategies that enhance visibility and reinforce need. Learn what pitfalls to avoid and how to use professional, business, and political skills to convince stakeholders of the value of your services.

Visibility

Value

Relevancy

Library



Leslie Barrett
Vice President
Outsell, Inc.

Expertise:

- Information Center Best Practices
- Benchmarking
- Library Reference
- Market Research

Education:

MBA, Bentley College
MS, Simmons College
BA, University of Massachusetts

Featured Speaker