

Libraries GO! – “ Gotta catch ‘em all” - Proudly sponsored by **Oxford University Press**.

LibMark are exploring how Libraries are transforming themselves in a time where rapid digital advancements are impacting on the Library’s role and day-to-day interactions with our communities.

LibMark are also considering how Libraries can attract people that aren’t aware of all the services a modern library offer. How do we entice the next generation into our libraries, when the next generation just “Google it”? How can we attract new customers to our libraries through digital technology?

As identified in the PLVN 2030 Strategic Framework, Libraries are moving towards the Creative and Community Scenarios, focussing more on collaboration and creation in a Library setting. Libraries are moving into the “business” of community connections via social media platforms and reinventing ways of marketing their services.

Hear from a wonderful line up of special guest speakers, from PLVN, State Library and other library services in Victoria discussing upcoming trends, tips and inventive ways of increasing your communities’ engagement with your services, via digital platforms and technology.

Presenters:

Judy Reeves & Andrea Gilbey- Oxford University Press- Marketing

Tim Martin, Net 101, Social Media trainer/analyst.

Debra Rosenfeldt State Library , Anne-Maree Pfabe, Melbourne Library Service – Libraries Transform.

Coco Griffiths & Sue Noonan- Geelong Regional Library Corporation- Advertising and Marketing

City of Greater Dandenong Libraries- The Vault

Elizabeth Arkles- Wyndham Libraries- Cinema Advertising

Oliver Romanes- Department of Health and Human Services- Case study on Digital effects on Telstra and Australia Post

Adam Cooper & Steven Mundell- Yarra Plenty Regional Library- Code Clubs in libraries

Titian Brady & Shelley Gasparino Kingston Library- Online streaming- Storytimes

Coralie Kouvelas & Heidi Babatsikos- Yarra Plenty Regional Library- Digital Outreach- Mr Whittles

Where: William Angliss Conference Room, 555 Latrobe Street, Melbourne 3000

Date: Thursday 20th October 2016 9am registration. 9.30am -4.30pm. *All day Conference.*

Cost: \$150 (inc Gst)

Included: Fully catered morning tea, lunch, afternoon tea provided.

Please advise of dietary requirements.

Bookings Link: <http://www.cvent.com/d/3vq1bq>