



AND



PRESENT

A WEBINAR SERIES FOR MEMBERS ONLY.

POSITION YOUR LIBRARY AS AN ESSENTIAL SERVICE: SUCCESSFULLY ADVOCATE FOR THE RESOURCES YOU NEED

This four part webinar series is designed to help you **POSITION YOUR LAW LIBRARY AND THE SERVICES YOU PROVIDE AS ESSENTIAL** in this time of increased competition for shrinking resources. Learn how to **BRAND, ADVOCATE, IDENTIFY YOUR STAKEHOLDERS AND MAKE YOUR CASE**. LIPA, LLMC and NELLCO have come together to provide you with these webinars hosted by our trainers, Libby Post and Mickey MacIntyre, experts in libraries and advocacy.

THE POWER IS ALREADY YOURS: HOW BRANDING YOUR LIBRARY CAN HELP YOU GET A SEAT AT THE TABLE

Monday, March 15 | 2-3pm ET/11am-Noon PT

This webinar will introduce the four part series with a look at how branding and marketing can enable you to be a more effective advocate for your library within your institution. We'll talk about positioning your library as an essential service for the various audiences you serve and how their commitment to the library will help you get a seat at the table when resources are being discussed and decided upon.

ADVOCACY: WHAT IS IT AND HOW TO PLAN IT

Monday, March 22 | 2-3pm ET/11am-Noon PT

This webinar will review what advocacy is and how you can use it to your advantage. We'll also talk about how to plan your advocacy work, how to develop an effective message and how you can maximize your advocacy for the long-term in order to continue positioning your library as an essential service that deserves the resources you need.

POWER MAPPING: HOW TO IDENTIFY STAKEHOLDERS AND ENGAGE THEM IN YOUR ADVOCACY WORK

Monday, March 29 | 2-3pm ET/11am-Noon PT

This webinar will enable you to identify the people within your institution that you need on your side in order to be successful in your advocacy efforts. We'll focus on Power Mapping tools, developing specific messages for specific audiences, and the persuasive techniques you can use to build your base of support within your institution.

FACE TO FACE: MAKING YOUR CASE

Monday, April 5 | 2-3pm ET/11am-Noon PT

This webinar will focus on positioning law librarians as leaders in their institutions, the power of personal persuasion and making effective presentations. We'll start with that all important 30-second elevator speech and delve into effective techniques for one-to-one meetings, speeches, PowerPoint presentations and other ways you'll be taking your message to the folks who need to hear it.

TO REGISTER

Simply fill-out this online registration form by **MARCH 1ST** to ensure your registration for all four sessions:

<http://nellco.wufoo.com/forms/advocacy-skills-workshop-webinar-series/>

Registration is limited to 50 participants.

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OUR PRESENTERS

LIBBY POST

Libby Post, CEO of Communication Services (Albany, NY) brings a wide range of communications experience, advocacy and political campaign expertise to her library clients. She is currently working with the New York Library Association on a statewide advocacy campaign entitled “NY’s Libraries: Essential” and is working with a number of libraries across the state on branding and advocacy.

Since 2005, Communication Services has worked with dozens of libraries to effectively position themselves for successful votes and enhanced community support by using the community-based values branding model Post has developed. With a success rate of over 90%, the model enhances a library’s position as essential service through a branding/marketing campaign and then segues into well-managed vote campaigns.

In addition to branding/marketing, strategic communications and campaign services, Post is a sought after trainer for library staff and boards and library systems on such topics as advocacy, branding, campaign planning and customer service. In 2008 and 2009, Communication Services has hired by the Division of Library Development out of the New York State Department of Education as its traveling “consultant expert” to provide "Public Library Districts and Their Funding Options" workshops and consults to libraries across the state.



MICKEY MACINTYRE

Mickey MacIntyre, President & CEO of realChange Partners has been a trainer and consultant to the advocacy and association sector for the past 20 years. Mickey has provided countless trainings and consulting to local, regional and national organizations, and communities throughout the country. Since 1996, he has provided fundraising and organizational development coaching to over 1,000 local and 50 national organizations.

MacIntyre has particular expertise in working with lawyers in leadership positions and legal organizations, including the National LGBT Bar Association, Lambda Legal, International Gay & Lesbian Human Rights Commission and the Equality Federation, where he currently guiding 10 statewide organizations in developing their advocacy plans.



QUESTIONS? Please contact Tracy L. Thompson-Przylucki, Executive Director, NELLCO at tracy.thompson@nellco.org or (518) 694-3026.

Underwritten jointly by LIPA, LLMC and NELLCO. Support by these organizations serves to keep the cost per participant at only \$100.00 for the series of four webinars.