

**Developing a Marketing and Promotion Focus in Irish Academic Libraries: What is it and are we really doing it?  
ANLTC 2016/03**

**Tuesday 19th April 2016 09.30-16.00  
Trinity College Dublin, Long Room Hub  
Programme**

**09.30–10.00 Registration and Refreshments – Hoey Ideas Space**

**A MORNING ON MARKETING Neill Lecture Theatre**

**10.00-10.10 Welcome**

**10.10-13.15 Hands-On Workshop – Marketing Pure and Simple: what it is and what it is not led by Ned Potter**

This workshop (break 11.30 – 12.00) will involve interactive group work & will get to the bottom of issues such as:

- What is marketing really? What's the difference between strategic marketing and promotion/comms?
- Communication types in libraries
- Making your messages simple
- Segmenting your audience
- The marketing plan

**13.15-14.00 Lunch: Hoey Ideas Space**

**AN AFTERNOON ON INNOVATION IN PUBLICITY AND PROMOTION**

**14.00 – 15.00 TALKS AND DISCUSSION Neill Lecture Theatre**

**14.00 –14.20 Josh Clark, Outreach Librarian & James Molloy, College Liaison Librarian, University College Dublin Library**  
Beyond feedback: Involving students in publicity and promotion via UCD Digital Student Ambassadors  
*Quick Discussion - the potential to get students involved in production*

**14.30 – 14.50 Frank Brady & Pauline Murray, Assistant Librarians, Maynooth University Library**  
The pop-up Library initiative at Maynooth  
*Quick Discussion - views on getting out of the Library space and setting up shop across campus*

**15.00 – 15.50 QUICK TALK TRACKS**

TRACK A Neill Lecture Theatre

TRACK B Galbraith Seminar Room

**15.00 – 15.15 Michelle Breen,  
University of Limerick**  
Promoting library collections and services;  
a decade of data and learnings from the  
Glucksman Library

**Evelyn MacCauley, Archivist, Promotions & Outreach  
University of Limerick**  
Moving Special Collections Out of the Basement: Promotion and  
Outreach at the University of Limerick

**15.15 – 15.30 Bernadette Gardiner & Emma Boyce,  
Library Assistants,  
Maynooth University Library**  
Using a blog to support Quality Review:  
experiences at Maynooth University

**Martin O'Connor, Senior Library Assistant Collections  
Development & Management – Content & Access  
University College Cork Library**  
Creating a buzz – promoting the Sir Henrys @UCC Library  
Exhibition

**15.30 – 15.45 Ros Pan, Head of Outreach  
University College Dublin Library**

**Julia Barrett, Research Services Manger  
University College Dublin Library**

Back from the dead: the UCD Library  
blog revival

Promoting Digitised Cultural Heritage Collections – challenges and  
opportunities

*Questions to speakers*

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**15.50 – 16.00**    **Closing remarks and feedback forms in the Niall Lecture Theatre**