

Attending the Public Library Association (PLA) Conference in Minneapolis was an excellent experience. I thoroughly enjoyed the sessions, vendors and connecting with my colleagues.

I primarily attended sessions in the marketing track to learn how I can better promote the Library and all it has to offer. The first session was about how to use merchandising techniques to market library materials. Next, I attended a talk table about buzz marketing. The final session I attended on Thursday was on branding and how the Library's brand is just as important as a company's brand.

On Friday I learned about surveying the community, building buzz to shake the library stereotype, selling a sponsorship and branding and PR tips. The final session on branding and PR tips was helpful because at LARL we are working to standardize our brand across the region. The session talked about how the Douglas County library system in Colorado worked to standardize their brand. They also created a blog (FirstImpressionsLast.blogspot.com) that offers more examples and tips from their experience.

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