

## Staging the Big Event

Your library has moved to a new location, you want to demonstrate a new database service, or you want to increase interest in your library's services. Regardless of the purpose, an open house is an attention-getting device. But how do you plan for an open house?

First, decide if "Open House" is the correct name for your event. Before you start planning, casually discuss the idea with members of your target audience. Observe their reactions. You may discover they have preconceived, undesirable expectations. For instance, one marketing student's client pointed out that open houses seemed to be a typical library phenomenon, and were not to be taken very seriously. A librarian relates that her predominately male target audience commented that it was nice that she was going to bake them cookies. To avoid these images, call the event something else — an anniversary, dedication, contest, happening, show, race or exhibit.

Be creative! Browse through some John Cotton Dana (JCD) PR Award notebooks and general library promotion materials for ideas. (You can get the yearly compilation of JCD winners in the ALA publication entitled "Great Promotion Ideas.") Special libraries can adapt ideas from public libraries and vice versa. If you are moving to a new location, consider a ribbon-cutting ceremony. Introducing a new database? Think of a theme that ties into the database's subject. If that sounds boring, why not host a series of breakfasts when you can demonstrate the system? Above all, remember your objectives and target audience when considering your event.

Once you have an idea for an event, develop it with the assistance of the following checklist:

- Appoint the person or committee responsible for coordinating the event. Be sure everyone understands the purpose of the event and is aware of the target audience.
- Establish a budget and secure the funding.
- Select a tentative date and time. Allow sufficient lead time for adequate preparation. Consider possible conflicts with other events or vacations. If your event will include speakers, check their schedules for availability. Select an alternate date.
- Contact speakers and/or other participants. Obtain written commitments for honoraria and expenses.
- Arrange for and double-check the facility arrangements including: seating, site plans, microphones, slide projectors, screens, easels, monitors, lighting, electrical outlet locations, telecommunications, directional signs, wastepaper baskets, flower arrangements or decorations, registration tables, name tags, and a clean-up crew.
- Select the refreshments. Check with the staff to see if they would like to bring refreshments. (Some people do not enjoy baking dozens of cookies after a long day at the reference desk!) Consider catering from the local grocery store or nearby bakery. What will you have to drink and how will it be served?
- Plan and schedule promotion and publicity including: special announcements and invitations, advance news releases, advance teaser displays, brochures, displays and promotional giveaway items. Assign someone to take photographs. Plan to tape interviews for post-event news releases.
- Plan follow-up activities, including: thank-you letters to all program participants, financial accounting of event costs, and methods for measuring if event objectives were met. Remember to generate post-event human interest stories for your newsletter and make notes on do's and don'ts for your next event.

Staging an event is a time-consuming process, but one that has big rewards. If you think creatively, plan carefully, and allow yourself enough time for the myriad details, then your event will be a success. Please remember to let us know how you do!



## Pearls of Wisdom

Have you ever torn off the paper sheets from an easel pad and tried to tape them to the walls? Usually the tape leaves a mark on the walls and the sheets tear. The best solution I have found is "Tack a Note." Produced by Dennison, it makes paper self-sticking and removable. Use it on phone messages, reminders, and artwork layouts. Ask your office supply dealer for a tube.

Several of our readers asked where they could obtain camera-ready copies of the international library symbol, frequently described as "the little person with a book in his hands." The Public Information Office of the American Library Association offers sheets of different size reproducible symbols. There's no charge for the sheets. Talk to Krista Katzenberger at 800-545-2433 (Canadians call 800-545-2455).

Pocket folders are good for packaging and organizing bulky information products from database searches and clipping services. Gentile Brothers in Virginia has compiled a neat little booklet called "Pocket Folder Idea! Book." It clearly illustrates all possible combinations of pocket folders and three-ring binders they can provide. Unlike many printers, Gentile Brothers uses a screen printing process that is perfect for printing opaque light colors over dark backgrounds. To get a copy of their idea booklet, call 800/368-5270. In Virginia call 703/984-8852.

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Missing Issues: Please report the nonreceipt of an issue within 30 days of normal receiving date. Missing issues requested after this time will be supplied at the regular back-issue price.

While developing library brochures, several readers have phoned my office to ask for samples to review. Although I have a number of library brochures, wouldn't it be great if I could develop a binder of samples that I could loan to *Marketing Treasures'* subscribers? I need two samples of your brochures, maps, annual reports, promotion materials, announcements, bookmarks, newsletters, holiday greetings, news releases, surveys, stationery . . . whatever you wish you could have seen when you designed your materials! Send your "Treasures" to me, Chris Olson, c/o *Marketing Treasures*. Watch for an announcement when the binders become available for loan.

The Gilbert Paper Company puts out "A Working Guide to Letterhead Production", which is fantastic! The guide simplifies the task of letterhead design and production. Its step-by-step approach covers design considerations and production techniques in some detail. If you are considering stationery for your library, write to Gilbert Paper, Advertising Dept., P.O. Box 260, Menasha, WI 54952. Ask for the guide by name and be sure to mention that you are currently designing letterhead and want the guide for reference.

*Marketing Treasures'* reader, Doris Johnson, Information Specialist with Northeast Utilities, has a goodie to share. She conducted a survey of her active users and received a 75% response in just three days! When her company announced a 50% cutback in her department, she used the survey results to point out the savings her library provided the company. Not only is she still in business, but she's been given the green light to add to her library automation system. Want to learn more? Write to Doris, include a self-addressed, stamped envelope, and she'll send you a copy of her article from the One Person Library newsletter, which describes the survey and its results. Northeast Utilities, Rm S113, Berlin, PO Box 270, Hartford CT 06141-0270.

Have you completed your  
"Two Minute Survey"  
and returned it to  
*Marketing Treasures* yet?



## Worth Its Weight in Gold

This issue of *Marketing Treasures* includes the second Cut & Paste library clip art sheet. The sheet contains original artwork in camera-ready form. This means you can have the images printed or photocopied directly from the sheet. DO NOT photocopy a graphic image and then have it printed — you will be disappointed with the quality. If you want duplicate graphics, ask your printer or designer to make camera-ready copies for you, or send \$7.50 to *Marketing Treasures* for each additional sheet. If you would like the first sheet of art, send \$7.50 and ask for Vol. 1, No. 2.

To facilitate any enhancements you might want to make to these graphics, we have supplied the typeface name and point size for each. There are plenty of applications for this artwork. Here are some ideas to help you:

**Type Variations.** With these words I hope you can construct the name of your library. Words can be used alone or placed in a border design.

**Computer Keys.** (So, that's what those blocks are on the upper right . . .) Here's a different computer graphic for your brochure or announcement. Use them in pairs or as single keys. Put letters, symbols, or words inside the keys to convey a message. Reduced to a smaller size, they might make an interesting border.

**You're Number 1 With Us.** Put your library's telephone number, address, or other message in the bottom of the image. This idea came from a keychain promotion, but it lends itself to other applications. Think about enlarging the image to 8"x10" for new product or service announcements to your best customers.

**Books.** Several *Marketing Treasure* readers have asked for different graphics using books. Here are two ideas.

**We Mean Business, Yes We Have It.** Here are two upbeat phrases to use in your advertising pieces. Either phrase could be the theme for a special event.

**Cartoon.** National Library Week is April 17 - 23rd. Why not place this cartoon in your company's newsletter or your own library newsletter? If this isn't feasible, think about using the cartoon for the invitation to a special event, building a theme around our idea of "Project Monsters." You can personalize the cartoon by inserting your library's name at the beginning of the caption.

**Editor's Note:** *Marketing Treasures* originally came with sheets of library clip art and this column provided ideas on how to use the graphics. The clip art images from *Marketing Treasures* are now available from [www.LibraryClipArt.com](http://www.LibraryClipArt.com).

## Promotion Gems

Consider the photocopier. Have you ever thought about using it as a creative art machine? Here are some ideas for producing original artwork using your photocopier.

**Create line drawings.** Place a photograph or picture inside a clear plastic sleeve. Trace the outline of the picture with a black pen directly on the plastic. Replace the picture with a clean sheet of white paper in the plastic sleeve and photocopy it.

**Copy an actual item.** Three-dimensional objects copy beautifully: paperclips, flowers, feathers, thread, leaves, flowers, hair, shells, keys, sandwiches, watches, rocks, oranges, parsley, ferns, paper and lace doilies, wallpaper, wrapping paper . . . just about anything you can think of. We recently designed the background of a direct mail piece by photocopying a piece of linen tablecloth.

If you only need a few copies, make them right on your machine. But if you require more than 200 copies, make a camera-ready copy and take it to a print shop. Running it on the press should be cheaper.

To get rid of spots, shadows, and cut marks, make a copy of your original and use white correction fluid to "white out" any flaws. Make the rest of the copies from this touched-up piece.

You may wish to order a "copyscreen" from your photocopy dealer. An opaque white standard dot screen printed on a clear plastic sheet, the screen eliminates streaking and facilitates a crisper photocopy.

You can make your own press-type sheets with a product called "Stikybak". Put the Stickybak sheets in your photocopier and copy your original artwork onto the sheets. Remove the protective backing, and "press" your artwork onto anything. Call the Saga Company for a free sample: 1-800-328-0727.

Use textured text-weight paper to make your art look special. Most stationery bond, linen, and text paper will go through a photocopier. Get samples from your in-house print shop, local area printer, or paper sources noted in *Marketing Treasures*.



## Sparkling Reviews

**Image Builders.** Kaycee Hale, 1987 Sponsored by Special Libraries Association and FIDM/The Fashion Institute of Design & Merchandising. \$10.00 from SLA, 202/234-4700

Written and narrated by Kaycee Hale, this audio tape is a well-organized presentation on personal management and image-building skills for information professionals. It's a great tape to play in the car on the way to work, especially if you will be making a presentation that day and want to be reminded about subtle communication techniques. Kaycee covers four imperatives of image-building — strengthening verbal communication skills, refining nonverbal communication techniques, establishing credibility, and taking risks. Anyone who has attended one of Kaycee's seminars and wished they could hear her enthusiastic and realistic advice again will not be disappointed with this tape.

*We welcome your comments and suggestions. Please contact Chris Olson at (301) 647-6708.*

**Effective Marketing for Service Businesses and Professional Practices.** 1987 Entrepreneur's Information Center, P.O. Box 17548, Boulder, CO 80308. \$47.95

This set of four audio tapes and the accompanying program workbook form a learning and planning system designed to help create effective marketing programs for service professionals. The major points on each topic are reviewed and then reinforced with interviews conducted with practicing service professionals. These interviews provide practical advice on: market segmentation, planning, effective marketing techniques, and sales. The workbook asks a series of questions leading to the development of a marketing plan. Although all interviews are with service business owners, the comments and advice are applicable to the business of managing information services. The set is recommended for librarians who want to broaden their awareness of marketing techniques and are looking for help writing a marketing plan. It is an absolute must for librarians offering fee-based information services and for those thinking about "hanging out the shingle."

### The Crystal Ball

March 18 "Marketing Tips for the Information Center Professional" led by Corilee Christou. Sponsored by Mead Data Central in San Francisco. Contact: Cris Fischer 800/523-8168.

March 26 "Design and Development of Promotional Materials" led by Chris Olson in Bloomington, Indiana. Contact: Gwen Pershing 812/335-7686.

March 28 "Making Money: Fees for Information Services" led by Alice Warner in Philadelphia. Contact: Ann Nista 215/728-2711.

April 5-6 "As Others See Us: Building A Positive Image" theme for the annual conference of the Connecticut Library Association. Contact: Arlene Bieloefeld, East Hampton Pub. Library, 105 Main St., East Hampton, CT 06424.

April 21-22 "Running the Special Library Like a Business" presented by the Special Libraries Association Business and Fi-

nance Division and the Toronto Chapter in Toronto, Canada. Contact: Lilian Gilmour 416/364-4242.

April 27-30 Public Library Association Conference program promises interesting marketing presentations: Marketing and Technology, Creative P.P.R., Exemplary Library Programs... in Pittsburgh. Contact: PLA 312/944-6780.

May 9 "Marketing Your Library Services: A Nuts-and-Bolts Seminar on Planning and Implementing a Marketing Program" led by Sharon LaRosa et al. at the National Online Conference in New York City. Contact: Learned Information 609/654-6266.

May 21 "Marketing Library Services" led by Alan Rees at the Medical Library Association Conference in New Orleans. Contact: Eileen Fitzsimmons 312/265-2456.

June 11 -12 "User Surveys as a Marketing Tool" and "Design and Development of Promotional Materials" led by Chris Olson at the

annual conference of the Special Libraries Association in Denver. Contact: Larry Ham 202/234-4700.

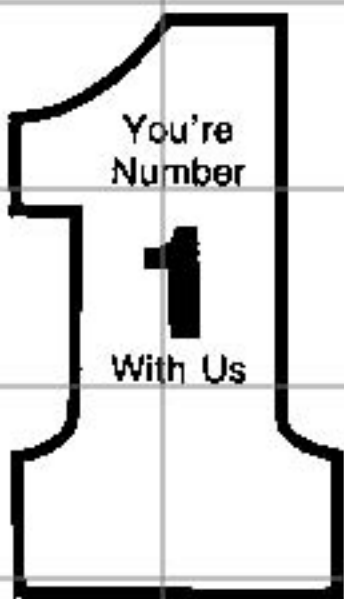
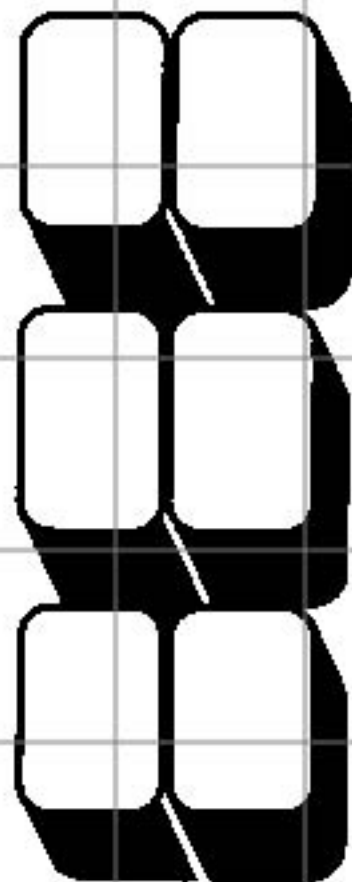
June 13 "Marketing Swap & Shop" sponsored by the Marketing Section of the SLA Library Management Division at the annual conference in Denver. Contact: Liz Bibby 404/888-8263.

June 20-21 "Planning and Marketing for Information Services" led by Darlene Weingand at the UW Madison School of Library & Information Studies. Contact: Jane Pearlmuter 608/262-6398.

June 29 "Creative Techniques for Promoting Your Library" presentation by Chris Olson at the annual conference of the American Association of Law Libraries in Atlanta. Contact: AALL 312/939-4764.

July 10 "Swap and Shop" sponsored by the Public Relations Section of the ALA Library Management Association. Contact: Ruth Gibson 312/459-4100 ext. 52.

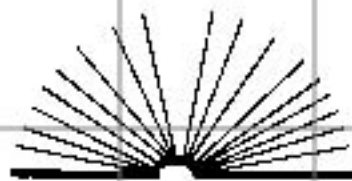
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60 pt. triumvirate heavy

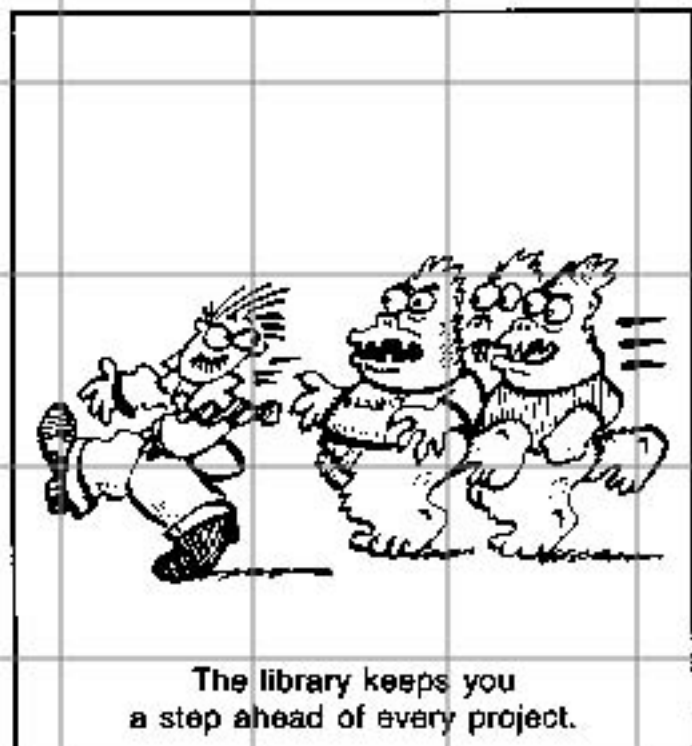
*Yes*  
 WE  
 HAVE IT!

28 pt. oracle



WE MEAN  
 BUSINESS

30 pt. avant garde light (expanded to 60 pt.)



12 pt. triumvirate medium

