



## THURSDAY

10:45 Welcome

11:00 Engaging with Teens on a Shoestring Budget

- West Baton Rouge re tutor.com: constant marketing to promote its use
- Charlotte Mecklenburg flyers based on look of as in teen mags
- Broward County Library WOW is WOW

12:15 Social Media and Your Marketing Strategy

- Simple plan
- Few things well [v many in mediocrity]
- Good selection of usage analysis tools

1:30 Q & A with Nancy Pearl [which says it all]

2:45 Break – Author Interview with Liz Moore

3:45 iPads in the Library: From Tech Programming to Staff Productivity

- Lots of ways in which iPads (or tablets) can be used in the library, especially for youth programs

5:00 Transforming Public Libraries from Institutions of the Industrial Age to Change Agents for the Networked Society

- Will have to watch the archive!

## FRIDAY

10:45 Welcome

11:00 Program-Palooza: 60 Programs in 60 Minutes! [Will be broadcast at System Meeting]

12:15 Library-To-Go: Putting Your Library Virtually Anywhere

1:30 Can't, Won't, Don't, Couldn't, Shouldn't, Wouldn't: Combating Negativity Nellies in the Workplace

2:45 Break – Author Interview

3:45 Tracking Children's Early Literacy Skills: Options for Libraries

5:00 The Future of Libraries: Trends in Building Design, User Experience, and Community Partnerships