Creating Wikis & E-Newsletters

Date
Wednesday, April 16, 2008

Time
Session 1: 9:00 a.m.- 12:00 p.m.
Session 2: 1:00 p.m. - 4:00 p.m.

Place
The Library of Congress
Madison Building
West Dining Room, 6th Floor
101 Independence Avenue,
S.E., Washington, DC

Metro/Directions
Capitol South
(Orange/Blue Lines)

Sponsor
FLICC

Information
Call FLICC (202) 707-4813
TTY (202) 707-4995
Request ADA Accommodations
five business days in advance at
ADA@loc.gov

Registration
$125 per session for FT
Accounts/$135 per session
for non/FT. Register online at
http://www.loc.gov/flicc/feveform.html

Cancellations
Please notify FLICC at (202)
707-4813 if you cannot attend
to allow those on the waiting
list an opportunity to register.

Session1: Not All Wikis Are Encyclopedias:
Other Types of Wikis and How Your Library Could Use One

Most Web users are familiar with Wikipedia, the free content encyclopedia. But "encyclopedia" is just one of many types of wikis. Agencies are developing all kinds of wikis and use wikis to enable collaboration among far-flung teams, manage meetings, or develop presentations. Some organizations have even replaced their dead-end intranets with thriving wikis. During this workshop, you will review various types of wikis and discuss how a wiki might help your library solve a communication problem.

What you'll learn:
~ What a wiki is and how one works
~ How to identify different types of wikis
~ Why wikis are such a popular way to publish content online
~ How a wiki could help your library
~ Some of the liabilities of wiki publishing

Session 2: Writing E-Newsletters That Work

E-mail newsletters are the mainstay of online publishing. Nevertheless, with readers inundated, how do you create a newsletter that stands out, one your subscribers are eager to receive? This could will introduce you to different types of e-mail newsletters and help you decide what type of e-newsletter you should publish.

What you will learn:
~ How to choose or develop content for your newsletter
~ How to set an appropriate tone in your writing
~ How to write a must-open subject line
~ How to develop a newsletter content formula to match your business goals

During this workshop, you'll have a chance to receive the instructor's and other participants' feedback on your existing newsletter. And, you will have the opportunity to practice writing sparkling, targeted e-mail content for subscribers. **You'll receive a copy of MailerMailer's Email Marketing Use and Trends Report**, which gives you the newest information on:

~ Open, click, and bounce/delivery rates by industry
~ How quickly subscribers open your messages
~ How personalization affects open and click rates
~ Best and worst days of the week to send e-mails
~ Tips and suggestions to improve your e-mail marketing performance