



## 2010 Joint Spring Workshop 360° Marketing: Selling Libraries to Users and Decision-Makers

### Date

Tuesday, April 27, 2010

### Time

8:30 AM – 4:00 PM

There is no entry to the Library of Congress until 8:30 AM.

### Place

The Library of Congress  
Madison Building  
6th Floor, Mumford Room  
101 Independence Ave., SE  
Washington, DC 20540

### Metro/Directions

Capitol South  
(Orange & Blue Lines)

### Sponsor

LLSDC, DCLA, DC/SLA, FLICC  
and OCLC Eastern

### Information

Call FLICC (202) 707-4848  
TTY (202) 707-4995  
Request ADA Accommodations  
five business days in advance  
at [ADA@loc.gov](mailto:ADA@loc.gov).

### Registration

\$60 (includes breakfast and lunch). Register online at <http://www.loc.gov/flicc/feveform.html>.

### Cancellations

Please notify FLICC at (202) 707-4813 if you cannot attend. Please make cancellations 48 hours prior to the event or the full fee will be charged.

360 degree marketing is a marketing strategy that uses integrated marketing plus Web 2.0 to create "360-degree marketing" that is applied in all directions, inside the organization and outside to your user population.

Join your colleagues for a look at proven techniques that can help you

- ~ Attract more users
- ~ Leverage current marketing results
- ~ Expand brand awareness
- ~ Find quality products

The day's guest speaker is Katya Andresen, author of *Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes*. Andresen will tackle how to motivate people to give money, take action or otherwise advance your worthy cause. Her answer is marketing, and whether you are an executive or library volunteer, "Robin Hood" marketing sells your organization successfully to the outside and applies marketing inside an organization.

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