

Marketing Research for Libraries 101

Thursday, November 2 • 2-4 p.m. • Akron



The key to delivering great library services and resources is to start with a clear understanding of the audiences you serve. Most libraries have some experience with questionnaires and surveys, but there are more tools available for identifying our users' wants and perceptions.

Workshop attendees will be introduced to proven market research techniques—such as needs assessment, concept testing, user evaluation, focus groups, interviews and surveys—in a library setting. Knowing when, where and how to check perceptions can help you exceed users' expectations, focus your resources in tough times, make better-informed decisions, and deliver library services that are both utilized and valued.

Join Diane Cellentani—president of Marketing Backup and marketing research consultant to OCLC—for an introduction to the marketing research process. This two-hour workshop will introduce you to the market research techniques that will help you gather reliable information for library service planning, service/resource development, and marketing and communication efforts.

Who should attend?

Marketing research isn't a skill that should be reserved for one person or committee. Anyone involved or interested in: developing or maintaining a library service/resource, Web site design, communicating effectively to users, or assessment will benefit from this workshop.



Come to learn, stay for the fun!
see back for details

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Registration

There is no cost to attend *Marketing Research for Libraries 101*, but advance registration is required. To register, please send an e-mail containing your contact information to Candi Clevenger at candi@ohiolink.edu by **October 13**. Contact Candi at 614-728-3600 ext. 329 with questions.

Marketing Research for Libraries 101 is sponsored by OhioLINK and will be held on November 2, the day prior to the **ALAO 2006 Conference** (www.alaoweb.org/06conf), at the Crowne Plaza Quaker Square in Akron.

Come to Learn, Stay for the Fun

Stick around after the workshop for fun, festivities and food at the ALAO Welcome Reception, sponsored by Thomson Gale. The reception, which will be complete with hors d'oeuvres and a cash bar, will be held from 5:00-7:00 p.m. in the boardroom.

For those interested in reserving a hotel room at the Crowne Plaza Quaker Square, remember that hotel reservations must be made by October 3 to receive the special ALAO Conference rate.

See www.alaoweb.org/06conf/confhotel.html

Preliminary Workshop Outline:

- What is marketing research?
- What is the process?
- What are the techniques?
- Primary (qualitative and quantitative) & secondary research
- What are types of marketing research studies for libraries? (*Needs assessment, concept testing, user evaluation, customer satisfaction, communication/ advertising*)
- What are the best methods for each type of research? (*costs, benefits & limitations*)