



SWAP AND CHAT at the NCLA Conference 2009

Shop for public relations materials and chat with colleagues and PR specialists about marketing ideas. "Best of Show" winners will be on display.

WHAT: An opportunity to view publicity materials and share marketing ideas with your fellow librarians. Collect not only sample materials, but also some great ideas!

Materials can include:

- Annual Reports
- Bibliographies/Booklists
- Calendar of Events
- Fundraising Materials/Programs/Events
- General Brochures
- Newsletters
- Program & Event Materials
- Web Site Promotional Materials
- Promotional Videos (Best of Show only)

A "Best of Show" competition will be part of **SWAP AND CHAT**. If you would like to enter please see the directions below. **Award Presentation** Thursday, October 8 at 3:45pm.

WHO: **SWAP AND CHAT** works if you get involved. All types of libraries are invited to send samples (50 copies) of their public relations materials, which will be set on tables for attendees to view and take home. While at the conference be sure to visit, to swap and chat!

WHY: **SWAP AND CHAT** is a great opportunity to highlight your library and meet with your peers to discuss promotional ideas.

WHERE: in the Exhibit Hall!

HOW:

For **SWAP AND CHAT**
Send publicity materials (50 copies) and
the information sheet to:

Willie Nelms
Sheppard Memorial Library
530 South Evans Street
Greenville, NC 27858-2398

Mail by September 28, 2009.

For **"BEST OF SHOW"** contest
Send four copies of your publicity materials
along with the "Best of Show" entry form to:

Carol Walters
Sandhill Regional Library
412 East Franklin Street
Rockingham, NC 28379-3607

Only one entry per category. Prizes will be
awarded by library size.
Mail by September 1, 2009.

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Contact Information: Pam Jaskot, State Library of North Carolina, <pam.jaskot@ncdcr.gov> or 919 807-7421.