



SWAP AND CHAT at the NCLA Conference 2005

Scoop up winning PR ideas from pros and colleagues! Chat about promoting libraries. See “Best of Show” winners on display.

WHAT: An opportunity to view publicity materials and share marketing ideas with your fellow librarians. Public Relations Specialist Peggy Barber and Linda Wallace will be on hand, along with NC librarians experienced in marketing and public relations. Take this opportunity to collect sample materials and 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

A “Best of Show” competition
will be part of
SWAP AND CHAT.

If you would like to enter
please see the directions below.

WHO: **SWAP AND CHAT** works if you get involved. All types of libraries are invited to send in a supply (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!

WHEN: Wednesday, September 21 2:45pm to 5:45pm
Thursday, September 22 10:00am to 11:00am; 3:30pm to 4:30pm
Friday, September 23 10:00am to 11:30am

WHY: a great opportunity to show off your library, meet with your peers and pick up new ideas.

WHERE: in the Exhibit Hall!

HOW:

For **SWAP AND CHAT**
Send sample publicity materials
(50 copies) and the information sheet to:
NCLA Swap and Chat
c/o Sharon Watts, Administrative Assistant
Forsyth County Public Library
660 West Fifth Street
Winston-Salem, NC 27101

Please write the address in red magic marker.
Mail by September 12, 2005.

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 St.,
Rockingham, NC 28379-3607

Only one entry per category. Prizes
will be awarded by library size.
Mail by August 19, 2005.

Sponsored by the State Library of North Carolina

Contact Information: Pam Jaskot, State Library of North Carolina, <pjaskot@library.dcr.state.nc.us> or 919 807-7421