



Public Libraries of SA
MARKETING MEETING AGENDA
Wednesday 14 June 2017 – 2.00pm to 5.00pm
Tea Tree Gully Library, 571 Montague Road, Modbury

RSVP - Phone : 8563 8440 email : jbailey@barossa.sa.gov.au

	Agenda Item	Presenter	Time app.
1.	Welcome, Introduction, Present & Apologies	Chair	10 mins
2.	Minutes of Last Meeting	Chair	5 mins
3.	Media Campaign – promotion of libraries - Research and ideas	All	30 mins
4.	TTG Library – From Trails of Tales to Dishhhhhhhcos! - Getting involved in the Adelaide Fringe - Q&A	Penny Cowell	30 mins
	Afternoon Tea Break		15 mins
5.	Marketing Projects - 2017 Calendar - upcoming : NAIDOC Week; SALA; Family History Month; The Reading Hour ; Adult Learner's Week ; Every Generation - Library Lovers' Planning 2018	All	30 mins
6.	Marketing Training Update - PD Day at PLSA Quarterly: <i>People Promotion Programs – how we engage our communities</i> - Marketing Basics – plan, principles, strategies - Social Media Training - Grants : availability and how to apply - Potential Presenters for Marketing Meetings : Onkaparinga Placemaking staff - <i>Digital Literacy PD Program : Marketing and Promotion of Library Programs – update next meeting</i>	Tomas Alves / All	30 mins
7.	Any other business - Marketing presentation by hosting library	Chair / All	15 mins
8.	Round Table - Sharing marketing ideas / initiatives	All	<i>Remainder of meeting</i>