



# OLC CONFERENCE PARTNER PROGRAM

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Ohio Library Council's 2008 educational calendar is set and here's your opportunity to partner with the OLC as a conference sponsor.

Throughout the year, the OLC will offer multiple conferences instead of a single Convention and Expo. This schedule gives you the opportunity to select one or more conferences at which you can get your name in front of specific target audiences in Ohio's public library community.

The 2008 conference schedule includes:

**Technical Services Retreat**

April 1-2  
Mohican State Park

**Children & Teen Services Conference**

August 20-21  
University Plaza Hotel

**Library Management Conference**

May 21-22  
University Plaza Hotel

**Supportive Staff Conference**

September 13-14  
University Plaza Hotel

**Reference & Adult Services Conference**

July 9-10  
University Plaza Hotel

**Innovative Environments Conference**

November 1-2  
University Plaza Hotel

*Take a moment to review the information inside and select the conference(s) that best fit with your public library marketing plans for 2008.*

**Ohio Library Council**  
**2008 CONFERENCE PARTNER PROGRAM – *Conference Descriptions***

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**TECHNICAL SERVICES RETREAT**

Mohican State Park

April 1-2, 2008

Program: Cataloging issues, FRBR and RDA, workplace quality, marketing technical services, work at the Library of Congress on bibliographic control, series cataloging, and quality control.

Target audience: Staff of technical service departments

Projected attendance: 100

**LIBRARY MANAGEMENT CONFERENCE**

University Plaza Hotel

May 21-22, 2008

Program: Helping managers safeguard the limited resources in today's public libraries while creating a positive organizational culture, analyzing workforce needs, developing engaged employees, moving projects from planning to implementation, honing communication skills, planning for succession and success, managing toward public service, and nurturing their own professional growth and development.

Target audience: Public library administrators and trustees.

Projected attendance: 225

**REFERENCE & ADULTS SERVICES CONFERENCE**

University Plaza Hotel

July 9-10, 2008

Program: Sustaining reference service in the age of Google, innovative adult programming, readers' advisory for both fiction and non-fiction, print and electronic collection development, and effective community outreach.

Target audience: Public library staff members who provide reference and readers' advisory, develop adult programs, and/or select materials for the adult reference and browsing collections.

Projected attendance: 225

**CHILDREN'S & TEEN SERVICES CONFERENCE**

University Plaza Hotel

August 20-21, 2008

Program: Programs and services for children and teens, children's and teen materials authors, promotion of children's and youth programs, and best practices in children's and teen services.

Target audience: Public library staff members who work with children and young adults.

Projected attendance: 225

**SUPPORTIVE STAFF CONFERENCE**

University Plaza Hotel

September 24-25, 2008

Program: Dealing with shifting trends in service including but not limited to automated circulation, the expanding responsibilities of customer service, security issues, career enhancement, proactive reference and readers advisory for the non-MLS staff, and administrative and technical support.

Target audience: Public library non-MLIS staff members who provide important support services both in public service areas as well as "behind the scenes".

Projected attendance: 150

**INNOVATIVE ENVIRONMENTS CONFERENCE**

University Plaza Hotel

November 5-6, 2008

Program: Addressing the challenges of creating libraries that are open to innovation by looking at the creative practices of other organizations both in the private and public sector, discussing the challenges of innovation in contemporary library environments, and helping participants extrapolate best practices from other organizations that they can take back and apply to the libraries they operate.

Target audience: Library staff who are interested in creating an environment of innovation.

Projected attendance: 250

**Ohio Library Council**  
**2008 CONFERENCE PARTNER PROGRAM – *Opportunities & Benefits***

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For each conference in 2008, the following partnership opportunities will be offered:

**GOLD PARTNER** (*offered only if no Naming Rights partner*)

Acknowledgement as event partner, including:

- ✓ recognition on signage at sponsored event
- ✓ recognition in on-site program
- ✓ recognition as a partnering organization during opening session & video presentation
- ✓ opportunity to distribute promotional materials at sponsored event
- ✓ badge ribbons for organization's attendees

**SILVER PARTNER** (*offered only if no Naming Rights partner*)

Acknowledgement as event partner, including:

- ✓ recognition on signage at sponsored event
- ✓ recognition in on-site program
- ✓ recognition as a partnering organization during opening session & video presentation
- ✓ badge ribbons for organization's attendees

**BRONZE PARTNER** (*offered only if no Naming Rights partner*)

Acknowledgement as event partner, including:

- ✓ recognition on signage at sponsored event
- ✓ recognition in on-site program
- ✓ recognition as a partnering organization during opening session & video presentation

**See Conference Partner Program Application on back.**

# Ohio Library Council 2008 CONFERENCE PARTNER PROGRAM

Check the box next to the partnership opportunity (or opportunities) of your choice:

CONFERENCE PARTNERSHIP	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER
<b>Technical Services Retreat</b> April 1-2, 2008 - Mohican State Park	<input type="checkbox"/> \$ 1,250	<input type="checkbox"/> \$ 750	<input type="checkbox"/> \$ 400
<b>Library Management Conference</b> May 21-22, 2008 - University Plaza Hotel	<input type="checkbox"/> \$ 4,000	<input type="checkbox"/> \$ 2,500	<input type="checkbox"/> \$ 1,000
<b>Reference &amp; Adult Services Conference</b> July 9-10, 2008 - University Plaza Hotel	<input type="checkbox"/> \$ 4,000	<input type="checkbox"/> \$ 2,500	<input type="checkbox"/> \$ 1,000
<b>Children's &amp; Young Adult Services Conference</b> Aug. 20-21, 2008 - University Plaza Hotel	<input type="checkbox"/> \$ 4,000	<input type="checkbox"/> \$ 2,500	<input type="checkbox"/> \$ 1,000
<b>Supportive Staff Conference</b> Sept. 24-25, 2008 - University Plaza Hotel	<input type="checkbox"/> \$ 2,000	<input type="checkbox"/> \$ 1,250	<input type="checkbox"/> \$ 750
<b>Innovative Environments Conference</b> Nov. 5-6, 2008 - University Plaza Hotel	<input type="checkbox"/> \$ 4,000	<input type="checkbox"/> \$ 2,500	<input type="checkbox"/> \$ 1,000

Please complete the following information:

Organization Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ E-Mail \_\_\_\_\_

Payment must accompany partnership form. Make checks payable to: Ohio Library Council or complete the following information for credit card payment:

\_\_\_ Visa \_\_\_ Mastercard \_\_\_ AMEX Card #: \_\_\_\_\_

Name on Card \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature \_\_\_\_\_ Total Payment: \_\_\_\_\_

Return completed form to: Ohio Library Council, 2 Easton Oval, Suite 525, Columbus, OH 43219  
or fax to (614) 416-2270

**QUESTIONS? Contact Doug Evans, Ohio Library Council, (614) 416-2258, devans@olc.org**