

## Action plan 2020 – 2021

**Name of Professional Unit: Management & Marketing**

<b>Focus Area 2: Marketing</b>			
Increase capacity and knowledge of marketing processes and practices in libraries and IFLA sections to support them in meeting their goals. In 2020 the special focus will be on digital marketing and tools.			
<b>IFLA Strategic Direction</b>			
1: Strengthen the Global Voice of Libraries 2: Inspire and enhance professional practice 3: Connect and empower the field 4: Optimize our organization			
<b>Key Initiatives</b>			
1.1	Show the power of libraries in achieving the Sustainable Development Goals		
2.3	Develop standards, guidelines, and other materials that foster best professional practice		
3.1	Provide excellent opportunities for face-to-face networking and learning		
4.2	Effectively mobilise our human resources and networks		
<b>Funding Needed</b>	<b>Projects/Activities</b>	<b>Tasks &amp; Responsibility</b>	<b>Timeframe</b>
<b>Yes</b>	<p>Administer the International Market Award for 2021 and evaluate its long-term success. By including a small amount to use toward marketing our call for submissions, we hope to expand our reach, and thus increase the impact of the Marketing Awards. If we receive more submissions, we would increase our potential diversity (geographic location, size/type of library, etc.) and also would have a deeper pool of quality campaigns to choose from.</p> <p>Costs related to WordPress: €260 Euro Gravity Forms: €50 Domain Name Registration: €15 Promotion (boosted Facebook post for call for entries): €50 Cther costs related to building website and promotion €25</p>	Jury of the Marketing Award	Annual

	= €400  <b><u>To administrate and promote the International Market Award for 2021 we ask for €400 in funding.</u></b>		
<input type="checkbox"/>	Sharing marketing best practices on social media	Information Working group	Monthly
<input type="checkbox"/>	Interactive virtoual sessions on management connected to Midwinter-meeting	Planning group	Annual
<b>Yes</b>	<p>Interactive sessions on marketing on conferences or satellite meetings.</p> <p>For 2021 we are planning to host a virtoual conference on the theme "Managing and Marketing Social Justice and Inclusion in Libraries" together with the IFLA section Library Services for People with Special Needs and Amsterdam University Library. Initially this was supposed to be a Satellite.</p> <p>We believe this theme is of interest for a lot of people. (The LSPSN Section have had up to 600 people signing up for their webinars on similar topics!) The theme also aligns with many of IFLAs core values from the Global Vision, for example:</p> <p>Q1.1 Equal an free access to information Q1.6 Diversity and inclusion</p> <p>"Free and open access to everyone regardless of race, colour, religion, gender, gender expression, age, national origin, disability, marital status, or sexual orientation was the most common response. Professional Unit Report" (IFLA Global Vision chapter 3, page 9)</p> <p><b><u>To make the conference accessible we are asking for funding for 10 hours of captioning, €1500. We also ask for €400 for a keynote speaker.</u></b></p>	Session & Satellite Working group	Annual
<b>How will you communicate your activities and results?</b>			
Update our current communications plan with multichannel approach for all projects and activities.			
<b>How will you measure the impact of your activities?</b>			

- Survey winners of the Marketing Award
- Likes and shares on social media
- Attendance at Management & Marketing Section's Congress sessions and conferences
- Gather stories of success from professionals and libraries

**Identify other Unit(s) which may be interested in this Focus Area, or with which you could collaborate on projects/activities.**

Working with IFLA sections and/or libraries and/or stakeholders interested in exploring new ways of marketing libraries.