

**PLEASE NOTE: There is an error on the ALC 2005 registration form.  
The cost for this session is \$35.  
To register for this session, please fill in the registration form on the reverse and  
send or fax it to The Alberta Library.**

## **ALC Pre-Conference**



### **Hard Hat Advocacy**

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A must-attend tactical learning event for library staff, trustees and friends!

Advocacy is critical to the success of libraries in the 21<sup>st</sup> Century. Libraries are a valuable community asset. Yet the value and return on investment of libraries is often lost in the clamour from higher profile issues and institutions.

Gain tips, tools and tactics while learning how to develop a workable advocacy plan. Attendees will learn about strategies and available resources for developing action plans for their communities. This pre-conference aims to build capacity within the library community – to discover our existing strengths and develop skills to enhance our ability to actively engage our supporters in the library “cause”. It offers a variety of practical approaches to integrating advocacy into everyday operations as well as more formalized advocacy programs.

This session is sponsored by the Alberta Public Library Electronic Network (APLEN), a program of The Alberta Library.

#### **Presenters**

Presenters include:

- Grant Kaiser, Manager, Marketing and Development, Calgary Public Library
- Mark Oberg, Councillor, Sturgeon County and Chair of Northern Lights Library System Board
- Dan Dibbelt, Economic Development Officer, Northern Sunrise County
- Sharon Hawrelak, Communications Director, The Alberta Library

#### **Intended Audience**

Library staff, trustees and friends who interact with the public, decision-makers and the community. It will appeal to everyone in the library community: from counter to boardroom.

#### **Method of Instruction**

The program uses a combination of discussion, case studies, multi-media and lecture.

#### **Key Topics**

- Building capacity - community development strategies for successful library advocacy
- Utilizing economic development tactics to support libraries
- Building mutually beneficial partnerships
- Writing an advocacy plan
- Singing from the same song sheet – key message development
- Resources available to assist in local advocacy
- Ideas Exchange – bring your ideas and what’s worked for your community

**Location:** Jasper Park Lodge  
**Date:** Thursday, April 28, 2005, 1:00 – 5:00 p.m.  
**Cost:** \$35

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**Please register by APRIL 15, 2005.**

**Please send this form with payment to:**

**The Alberta Library**

**6-14, 7 Sir Winston Churchill Square, Edmonton, AB T5J 2V5**

**Phone: 780-414-0805 Fax: 780-414-0806**

Web Address: [www.thealbertalibrary.ab.ca](http://www.thealbertalibrary.ab.ca) (check the website for the availability of online registration)

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I am a library: \_\_\_\_\_Trustee

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Please keep a copy of your registration for your records.