



## EVENTS & MARKETING COMMITTEE

### EVENTS & MARKETING COMMITTEE MEETING

AGENDA – Monday 9<sup>th</sup> February 2015 – 9am to 4pm

Len Beadell Library

Salisbury Digital Hub

55 John Street, Salisbury (Enter via back door on Wiltshire Street & ring the bell)

RSVP by Thursday 5 February 2015 to: Helen Atkins (for catering purposes)

8406 8319 – [hatkins@salisbury.sa.gov.au](mailto:hatkins@salisbury.sa.gov.au)

## JOIN IN WITH US VIA SKYPE!

This meeting will be broadcasted live to any library services unable to travel to join us here in Salisbury.

Please sign in and join us via Skype from 9am to 12pm for MARKETING & 1pm to 4pm for Adult Events.

Add us as a contact on your Skype account and email [hatkins@salisbury.sa.gov.au](mailto:hatkins@salisbury.sa.gov.au) ASAP (prior to the day) with your skype account details so we can call you to join in.

[salisburydigitalhub@live.com](mailto:salisburydigitalhub@live.com)

If you are experiencing any technical difficulties on the day please call 8406 8332 and our team will assist you to join in!

### Day Itinerary:

**TBC 9.00am to 10.00am**

10.00am to 12.00pm

12.00pm to 1.00pm

1.00pm to 4.00pm

**GUEST SPEAKER - E IS FOR ETHEL topic** Placemaking

**MARKETING**

**LUNCH** (provided by City of Salisbury)

**ADULT EVENTS**

### PRESENT:

### APLOGIES:

### MARKETING 10.00am to 12.00pm

#### 1 **Terms of Reference:**

Revisited Terms of Reference to be presented by Liz Byrne.

**Facebook** (closed group) for Events & Marketing Group  
PLSA Events, Marketing & Adult Programs Page – *Share the experience*  
Helen Atkins to update on progress.

#### 2 **Strategic Plan:**

Liz Byrne to present.

- 3 Pop Up Library**  
Kristie Beatson developing a submission.
- 4 Calendar of Events 2015:**  
Veronica advise status.
- 5 Future of the Events & Marketing Group:**  
Friday 8 May - Public Library Services – Veronica to advise format.
- 6 Library Outreach Opportunities:**  
ie. Football Showdown/Slowdown, Zoo, Field Days & other big events.
- 7 Caravan and Camping Show:**  
Discuss further.
- 8 Remembering your Library Campaign:**  
Working group of Bridget, Kristie, Tammy, Veronica, and Jon to look at campaign for February 2016.
- 9 Any Other Business:**

### **ADULT EVENTS 1.00pm - 4.00pm**

- 1 Library Lovers Day:**  
Library events and activities.
- 2 Evaluation, Measuring and Reporting:**  
Discuss and organise for future meeting.
- 3 Upcoming Events:**  
Harmony Day / History Month / Library & Information Week.
- 4 Any Other business:**
- 5 Round the Table:**
- 6 Next Meeting:**  
Friday 8 May 2015 at Public Library Services.