NSW Marketing Group Meeting

Thursday, February 11, 2021

Location: Location: Zoom hosted by Ku-ring-gai Library – Gayatri Krishnamurthy, Information Services Team Leader, Ku-ring-gai Library

Agenda:

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| 1.30 – 1.45 pm  |  Welcome – introduction to the agenda items |  Gayatri Krishnamurthy, Information Services Team Leader, Ku-ring-gai Library |
| 1.45 - 2:15 pm | Brands and Branding concepts | Luke Kellett, Principle Managing Director, Headjam Newcastle  |
| 2:15 – 2:30 pm | City of Newcastle – Marketing plan | Wendy CarmichaelManager Service Design & Customer Experience, City of Newcastle |
| 2:30 – 2:45 pm | Wollongong City Libraries – Marketing Plan  | Sarah Howes, (Acting) Community Programming Team Leader Librarian |
| 2:45 – 3:00 pm | Branding roll out at Campbelltown City Libraries  | Melissa Arriola, Coordinator Library Technology and Innovation |

There were 61 participants at the meeting, which started at 1:30 pm.

Luke Kellett – Principle Managing Director – Headjam

Luke outlined some elements to consider before establishing a brand identity. He reiterated that how the entire organization needs to work towards this for a good user experience. He briefly touched on measuring our success – both tangible and intangible and some tips on establishing KPIs. He then shared with us 3 case studies.

Following this was a presentation by Wendy Carmichael who briefly took us through the Newcastle’s Marketing plan. Outlining the elements of the Library’s Marketing plan, she pointed out how that worked with marketing strategy, and finishing it off by describing the evaluation techniques.

The third presentation was by Sarah Howes from Wollongong City, who also shared their marketing plan and touched on their strategy and how they have included both social media as well as television to advertise their library services.

The last presentation was by Melissa Arriola, Coordinator Library innovation and Technology, where she shared her experience with the branding roll out at the Campbelltown libraries and shared with us their new promotional material and card designs.

Please watch the video recording of this event to benefit from the three libraries marketing strategies.

Link - <https://drive.google.com/file/d/1Tp5JcMK30pWe_93xb_4lxfszm9mnz8GK/view?usp=sharing>