

Convenor: Diana Krawczyk, Mississauga Library System

427 **MTCC 104 A** 10:40 AM

Marketing

MARKETING PUBLIC LIBRARIES: BEYOND BOOKMARKS

Melissa Cameron, Marketing & Development, Oakville PL; Nicole Paterson, Marketing & Communications, Burlington PL

A crash course in marketing, specifically designed for small to mid-size libraries who may be starting from scratch or trying to revitalize stale library marketing plans, have limited resources and budget and/ or have minimal marketing expertise.

Convenor: Kathy Oakleaf, Churchill Meadows Library

428 **MTCC 201C**

10:40 AM

Accessibility

HOW YOU CAN PREPARE FOR THE **AODA STANDARDS**

Dorothy Macnaughton, Consultant, Accessibility and Diversity Training

Ontario's four remaining Standards under the Accessibility for Ontarians with Disabilities Act are not yet law. However, there are steps you can take now to prepare and to make your library more accessible. Learn universal principles of accessibility to achieve greater access for everyone.

Convenor: Nigel Tappin, Huntsville

429 **MTCC 206D** 10:40 AM

Mobile services

WE HAVE AN APP FOR THAT

Mark Cornell, Electronic Services Librarian, King Township PL; Tom Bentley, Reference Librarian, Brantford PL

The mobile library is here. Hear the Brantford PL's experience building and launching their mobile app with Boopsie and King Township Public Library's experience launching Sirsi Dynix's app Bookmyne. Find out all about the process of developing and launching the app and hear about the successes and challenges along the way.

Convenor: Nicole Adams, Oshawa

430 **MTCC 206C**

10:40 AM

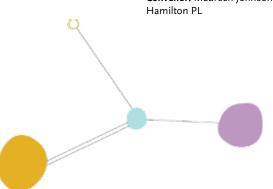
Reading for adults

SUMMER READING IS FOR GROWNUPS, TOO!

Elizabeth Goldman, CEO, Perth & District Union PL; Caitlin Fralick, Librarian, Kingston Frontenac PL

Summer reading is a timehonoured tradition for kids, so why can't adults get in on the fun? Learn about adult summer reading models that have worked at small, medium, and large libraries. Find out how to create your own without lots of time or money and how to integrate social networking and online tools to draw in even more participants.

Convenor: Maureen Johnson, Hamilton PL



MTCC 104B

Technology in learning

PROJECT-BASED LEARNING: ENGAGING STUDENTS WITH COMMUNITY-BASED RESEARCH

Ann Perez, Instructional Leader; Joel Krentz, Teacher-Librarian, Toronto DSB

Imagine a project that motivates students to interact and connect while integrating ICT and addressing a wide variety of research and inquiry skills. Welcome to Project-Based Learning. Examine a case study done with a junior class. Learn how to design, deliver and assess projects using mind-mapping software, Creative Commons, and more.

432 MTCC 203C

10:40 AM

Poetry, Reading Engagement

RHYTHM AND RHYME

Robert Paul Weston, Author

Robert Paul Weston, author of the award-winning novelin-verse, Zorgamazoo, speaks on the ways in which children are enthralled by poetry—in particular, its rhythm and rhyme. He will also delve into his process as a writer, offering tips on creating and performing poetry that engages children to the fullest.

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