

**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 PL

## 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 PL

## 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 time-honoured 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

## 431 MTCC 104B 10:40 AM

*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 novel-in-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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*on-the-go*



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