

Action plan 2019 – 2020

Name of Professional Unit: Management & Marketing

Focus Area 2: Marketing			
Increase capacity and knowledge of marketing processes and practices in libraries and IFLA sections to support them in meeting their goals. In 2020 the special focus will be on digital marketing and tools.			
IFLA Strategic Direction			
1: Strengthen the Global Voice of Libraries 2: Inspire and enhance professional practice 3: Connect and empower the field 4: Optimize our organization			
Key Initiatives			
1.1	Show the power of libraries in achieving the Sustainable Development Goals		
2.3	Develop standards, guidelines, and other materials that foster best professional practice		
3.1	Provide excellent opportunities for face-to-face networking and learning		
4.2	Effectively mobilise our human resources and networks		
Funding Needed	Projects/Activities	Tasks & Responsibility	Timeframe
<input type="checkbox"/>	Marketing Award	Jury of the Marketing Award	Annual
<input type="checkbox"/>	Sharing marketing best practices on social media	Information Working group	Monthly
<input type="checkbox"/>	Interactive sessions on marketing connected to Midwinter-meeting	Officers and host of midwinter-meeting	Annual
<input type="checkbox"/>	Interactive sessions on marketing on conferences or satellite meetings	Session Working group	Annual
How will you communicate your activities and results?			
Update our current communications plan with multichannel approach for all projects and activities.			
How will you measure the impact of your activities?			
<ul style="list-style-type: none"> • Survey winners of the Marketing Award • Likes and shares on social media • Attendance at Management & Marketing Section's Congress sessions and conferences 			

- Gather stories of success from professionals and libraries

Identify other Unit(s) which may be interested in this Focus Area, or with which you could collaborate on projects/activities.

Working with IFLA sections and/or libraries and/or stakeholders interested in exploring new ways of marketing libraries.