

PLS Symposium - Breakout Sessions

BLOCK A

A1 Canva Creativity: Graphic Design Made Easy

Presenter: Charlotte Anderson

Learn more about Canva, the online graphic design tool that makes creating professional designs as easy as selecting and editing a template. We will look at how to set up a non-profit account, tips for using your branding, and how to do basic template editing.

A2 Working Together: Library Board Relationships

Presenter: Miranda Maguire

Library boards work with a number of partners, including various levels of government, community groups, and stakeholders. Board members must also navigate working with the library manager, staff, and each other. In this session, we'll explore key relationships, review roles and responsibilities, and identify opportunities.

A3 Capacity Building through Diversity and Inclusion

Presenter: Sheila Halushka & Ginette Gagnon

This session is designed to provide participants with a comprehensive understanding of core diversity topics while emphasizing the importance of effective communication and conflict resolution.

A4 Programming Perfection

Presenter: Marci Banack

Ideas, tips, and advice on planning and executing the perfect program to achieve fantastic attendance and happy patrons. Library programmers will learn what works and doesn't work when planning programs, and how to achieve satisfaction from the patrons.

BLOCK B

B1 Speak for Yourself. Presenter: TBA

Do you aim to hone your public speaking skills and leave a lasting impact? This workshop provides priceless insights and effective strategies to elevate your presentations to the next level.

B2 Why Don't They Love the Library?

Presenter: Margaret Law

Advocacy is part of everyone's library role. This session explores the roles of staff

and board, including why, when, and how to talk about the library. Coordinating the library's message is an essential component of a good advocacy campaign, and this session will provide tips on determining how to advocate for the library in your community.

B3 Accessible Communications 101

Presenters: Camelia Campbell and Kel Banks

From announcing library news and events to disseminating information about library services, digital communications, particularly those on social media, are key to engaging with library patrons and the public.

However, these communications are often inaccessible to those with print disabilities, thus erecting barriers to inclusion and limiting access to library services. This session will provide an overview of the easy-to-implement yet highly effective steps you can take to make your digital communications, including social media and email, accessible to those with print disabilities.

B4 Nerf Fights and Tea Parties

Presented by Tenille Holmes and Kate Renfree.

Approaching multigenerational programming through family-centered programs that encourage socialization and position the library as a free and fun space. We'll cover how to design and market programs across ages.

BLOCK C

C1 Lightning Talks

- I. **From Click to Card: Promoting Library Memberships Through Digital Outreach. Presenters: Tim Kuelker and James MacDonald**
An educational and informational session on how NLLS developed a website to bring awareness of their libraries to Indigenous communities and innovated the process of signing up for a library card to be easy and accessible.
- II. **Homosaurus Terminology and Usage. Presented by Ken Sawdon.** Ken will be presenting on how TRAC is using the specialized controlled vocabulary Homosaurus. This will include some discussion of why the vocabulary is necessary, how it is built, how TRAC and the BSG implement it, and our plans for the future.
- III. **AI and Marketing in Libraries. Presented by Ryan Goff.** This session will cover how AI is currently impacting marketing in general, how this is affecting libraries, and what the future of marketing in libraries may look like.

C2 Library Promotion as a Way of Life. Presenter: Sheryl Pelletier

Waiting for the need to promote is a bit late to be promoting your library to Council and Community. Just a few changes to your management routine and that relationship will build itself.

C3 Accessible Library Services 101. Presenters: Colette Poitras and Kim Johnson

Public library patrons with print disabilities have more options and choice for access to reading and information than at any other time in Canadian history, and librarians have more support for serving their patrons with print disabilities than ever before.

Attend this session and learn how to serve your patrons with print disabilities with help from the Centre for Equitable Library Access (CELA), the National Network for Equitable Library Service (NNELS), and the Public Library Accessibility Resource Centre (PLARC).

C4 Loud in the Library

Presenters: Tracy Deets and Michelle Holmes

Libraries aren't just for quiet pursuits.....so let your community know it! How we became focused on fun adult programs, how we have implemented them, and how they could work for you. Tips, tricks, and a generous Q & A component.