



APRIL 12, 2010

Dear Mr/Ms,

MARKETING AND PROMOTING THE LIBRARY'S & INFORMATION SERVICES WORKSHOP ORGANISED BY PERDANA LEADERSHIP FOUNDATION, 27TH - 29TH JULY 2010, PUTRAJAYA

Enclosed for your information is the announcement for the 'Marketing and Promoting the Library's & Information services Workshop' with the theme 'Building the Library's Sales Force', organised by Perdana Leadership Foundation, to be held on July 27TH - 29TH, 2010 at Putrajaya. This brochure outlines the lessons plan and provides information about the location of the workshop, fees, the learning facilitators and workshop form.

Our program is an intensive 3-days programme intended for staff interested in Marketing and Promoting. The program delivers the information and insights needed to help libraries respond to a rapidly-shifting landscape. It is designed for those whose role is to think strategically—about emerging needs of users, about changing expectations of library staff, about new technologies, and about the long-range plans for the library within a larger institutional context.

We would like to invite you to attend this workshop and we assure you that you will gain valuable insights, able to exchange ideas and build new networks during the workshop.

If you are interested to join this programme, please complete the form provided in this letter. Please send us the completed form before July 20TH, 2010 to the following address:

**Perdana Leadership Foundation,
No. 1, Jalan P8H, Precinct 8,
62250 Putrajaya, Wilayah Persekutuan.
Tel. : 03-8885 8900
Fax : 03-8889 1166**

For more information on Perdana Leadership Foundation and updates on the workshop, please visit our website at www.perdana.org.my. If you have any questions or wish further information, please do not hesitate to call on us at:

Hasniza Hashim	- 03-8885 8954	hasniza@perdana.org.my
Siti Suliana Abd. Halim	- 03-8885 8966	suliana@perdana.org.my
Hidayati Haron	- 03-8885 8956	hidayah@perdana.org.my

We look forward to hearing from you and welcoming participants from your organisation to our Workshop.

Regards,

Perdana Leadership Foundation



APRIL 12, 2010

Kepada,

Tuan/Puan,

BENGKEL 'PEMASARAN DAN MEMPROMOSIKAN PERKHIDMATAN PERPUSTAKAAN & MAKLUMAT' ANJURAN YAYASAN KEPIMPINAN PERDANA, PADA 27 – 29 JULAI 2010, PUTRAJAYA

Yayasan Kepimpinan Perdana dengan sukacitanya ingin menganjurkan 'Bengkel Pemasaran dan Mempromosikan Perkhidmatan Perpustakaan & Maklumat' . Bengkel yang akan diadakan selama tiga (3) hari ini akan menerangkan dan membincangkan cara-cara mempromosi dan memasarkan perpustakaan atau pusat sumber maklumat dengan lebih terperinci. Selain dari itu, bengkel ini juga turut membantu dalam menggalakkan lagi penggunaan perpustakaan dan pusat sumber maklumat dalam bentuk yang lebih berkesan.

Pihak kami amat berbesar hati sekiranya anda dapat menghantar peserta untuk menyertai bengkel ini. Diharapkan pihak anda dapat memaklumkan pengesahan kehadiran kepada pihak kami sebelum atau pada Julai 20, 2010 ke:

**Yayasan Kepimpinan Perdana,
No. 1, Jalan P8H, Presint 8,
62250 Putrajaya, Wilayah Persekutuan.
Tel. : 03-8885 8900
Faks : 03-8889 1166**

Di sini kami sertakan brosur yang mengandungi butiran bengkel serta borang pendaftaran. anda juga boleh melayari laman web kami di www.perdana.org.my untuk keterangan lanjut. Sekiranya anda mempunyai pertanyaan, sila hubungi kami di talian:

Hasniza Hashim	- 03-8885 8954	hasniza@perdana.org.my
Siti Suliana Abd. Halim	- 03-8885 8966	suliana@perdana.org.my
Hidayati Harron	- 03-8889 8956	hidayah@perdana.org.my

Sehubungan dengan ini, pihak Yayasan Kepimpinan Perdana amat mengharapkan penyertaan dari pihak anda dan didahului dengan ucapan berbanyak terima kasih.

Yang benar,

Yayasan Kepimpinan Perdana



PERDANA
LEADERSHIP
FOUNDATION
YAYASAN
KEPIMPINAN
PERDANA

WORKSHOP ON MARKETING AND PROMOTING THE LIBRARY & INFORMATION SERVICES (*BUILDING THE LIBRARY'S SALES FORCE*)

27 - 29 JULY 2010

PERDANA LEADERSHIP FOUNDATION, PUTRAJAYA



WORKSHOP OBJECTIVES

The program helps to answer two key questions

- **How well-positioned are libraries in organisations to meet current and future challenges?**

The program delivers the information and insights needed to help libraries respond to a rapidly-shifting landscape. It is designed for those whose role is to think strategically—about emerging needs of users, about changing expectations of library staff, about new technologies, and about the long-range plans for the library within a larger institutional context.

- **How effective are librarians own marketing strategy?**

Service strategies in all arenas are moving toward customization or individualization. Customization means getting customers to teach you what they want, remembering what they teach you, and then providing what they want. In a customer-focus environment, development and delivery of library and information services must involve the customer to a great extent.

LEAD FACILITATOR

Assoc. Prof. Dr. Maznah Che Ghazali
(Faculty of Business Management, UiTM)

- Doctorate in Business Administration (Marketing)
- Membership of Chartered Institute of Marketing, UK (2006)
- Coordinator of PhD and Master of Science in Business Administration

**** Special Guest Speaker & Personalities from well-known organization**

REGISTRATION FORM

Workshop fee: RM850.00 per person (Registration fee includes all course materials, refreshments, gift and certificate. Accommodation and transport are excluded)

Name: _____

Organization: _____

Phone: _____

Fax: _____

Perdana Leadership Foundation, No. 1, Jln. P8H, Precinct 8,
62250 Putrajaya

WORKSHOP SCOPE

Marketing and Libraries

- Marketing vs. mission
- Key elements: research, planning, communication and evaluation
- Marketing as a team sport
- The importance of a plan plus communication / PR and customer service policies

Marketing is Two-Way Communication

- The importance of listening: how to establish goals based on community needs and interest
- How and when to use primary and secondary research tools, from census data to surveys and focus groups
- Developing measurable objective

Positioning/Branding, Message and Target Audiences

- The rationale for positioning
- Developing, testing and using consistent messages
- Identifying target audiences: internal and external

How Will It Get Done? Tools and Strategies

- Affordable strategies and ideas from partnerships to word-of-mouth marketing
- Developing budget, timeline and evaluation measures
- Turning the plan into action

FEES: RM850

Method of Payment

I enclose a cheque made payable to "Perdana Leadership Foundation"

Please send me an invoice

Contact person:

Hasniza Hashim (03-8885 8954)
hasniza@perdana.org.my

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suliana@perdana.org.my

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MAPS TO PERDANA LEADERSHIP FOUNDATION

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