



Kids Have All the . . .

FUN

Library Programs for Grown-Ups



A Weekly Branded

Event

Let's Take a Look . . .

Events to build community

- Let me tell you a story about one of our programs
- And it works for all types of programs

Jadi Johnson's Idea . . .





LIFE

Learning
Inspiration
Fellowship
Enrichment



Let's get practical

Coming up with interesting ideas
Pineapple Salsa and Brainstorming

Learning
Inspiration
Fellowship
Enrichment

Café Red Onion Pineapple Salsa



No Bad Ideas When You're Brainstorming

- [http://www.youtube.com/watch?v=82xwrC
IpGpo](http://www.youtube.com/watch?v=82xwrCIpGpo)

Every Idea is Good When Brainstorming



Sell it!

- Promotion and Marketing
- Sell your audience
- Sell your presenters
- Have a mission



Words that Sell

New
Ultimate Private
Profits Discover
Breakthrough Scientific Hidden
Sex Money Free Shocking Shocked
Proven Uncovered Discovery Master
Revealed Guaranteed Cash
Easy Incredible Results
Love Power



Writing Blurbs

Steal from the best:
Catchy newspaper headlines

Learning
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- **HAULIN' OATS / A sweet way to get your fiber (19 Aug. 2009)**
 - **LET'S HAVE A TOAST / A healthful breakfast alternative (18 Feb. 2009)**
 - **LOVE BITES / Hey, Cupcake! / If your love runneth over, share the abundance a little nibble at a time (11 Feb. 2009)**
 - **WINTER BOWLING / Simple ingredients meld into a classic French soup (11 Feb. 2009)**
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- **June 24, 2009 All About Olive Oil Learn the difference quality oil can make for health and cooking. Olive Oil guy, Dave Laufenberg, of KDS Gourmet Foods, gives you the lowdown.**



OR

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- **June 24, 2009 Virgin or Extra Virgin Olive oil guy, Dave Laufenberg, of KDS Gourmet Foods, uncovers the marvels of olive oil. Learn about harvests and processing. Stay a little longer to taste the difference that quality and freshness can make for delicious taste and healthful benefits.**

Screening the Potential Speaker

- How to Avoid DEATH BY POWERPOINT
 - Communicate by phone
 - Encourage Multimedia
 - Use all Learning Styles and Senses

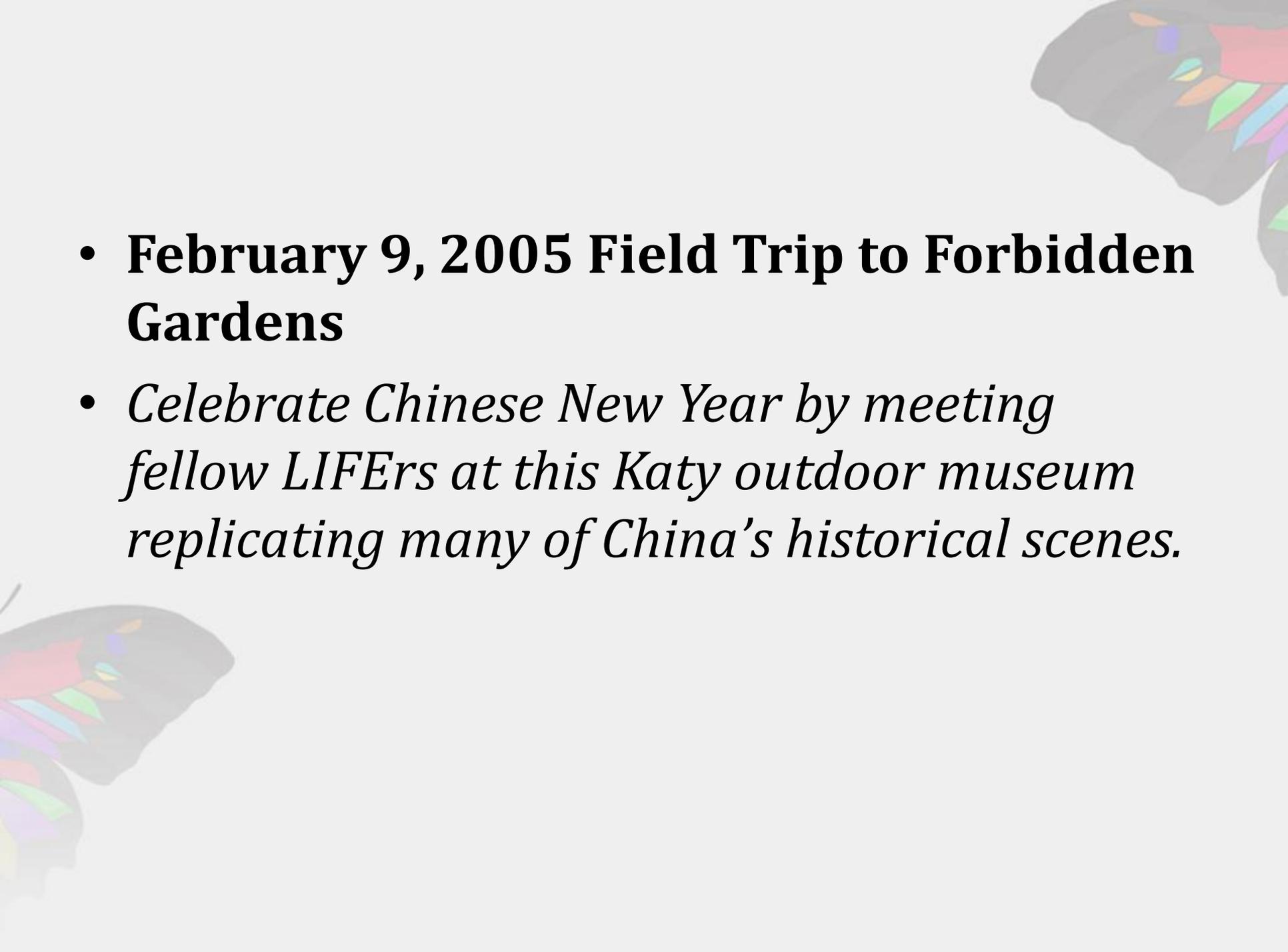
On the Day of the Event

- You already reminded your speaker several days before.
- Dread of the No Show
- Introducing a Speaker
- Concluding the Program
- Follow up Thank You

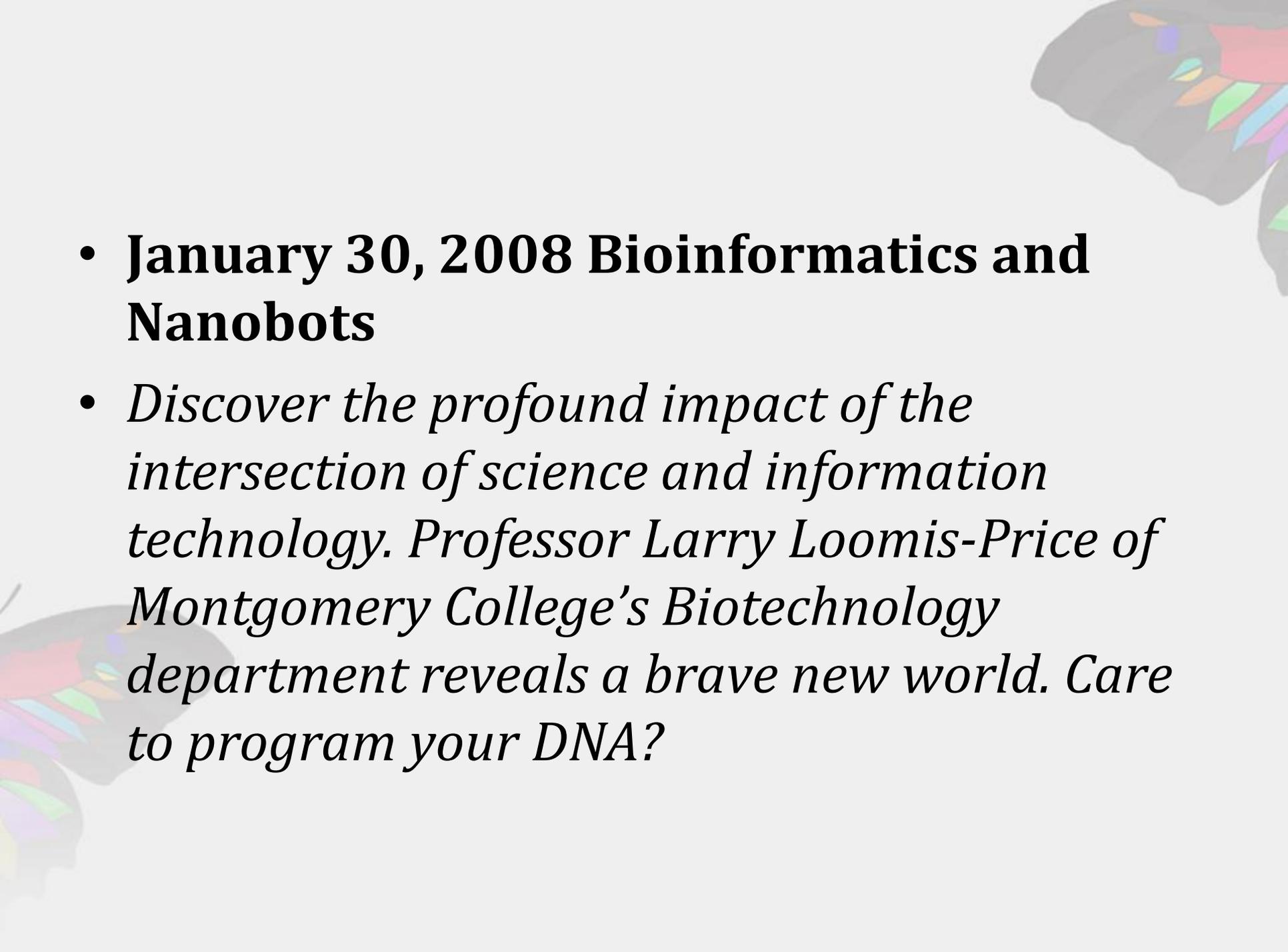
Some of our Favorites

- **August 25, 2004 Japanese Tea Ceremony**
Get a glimpse of the serene world of a Japanese tea ceremony as presented by Midori Mochizuki. Please leave your shoes at the door.

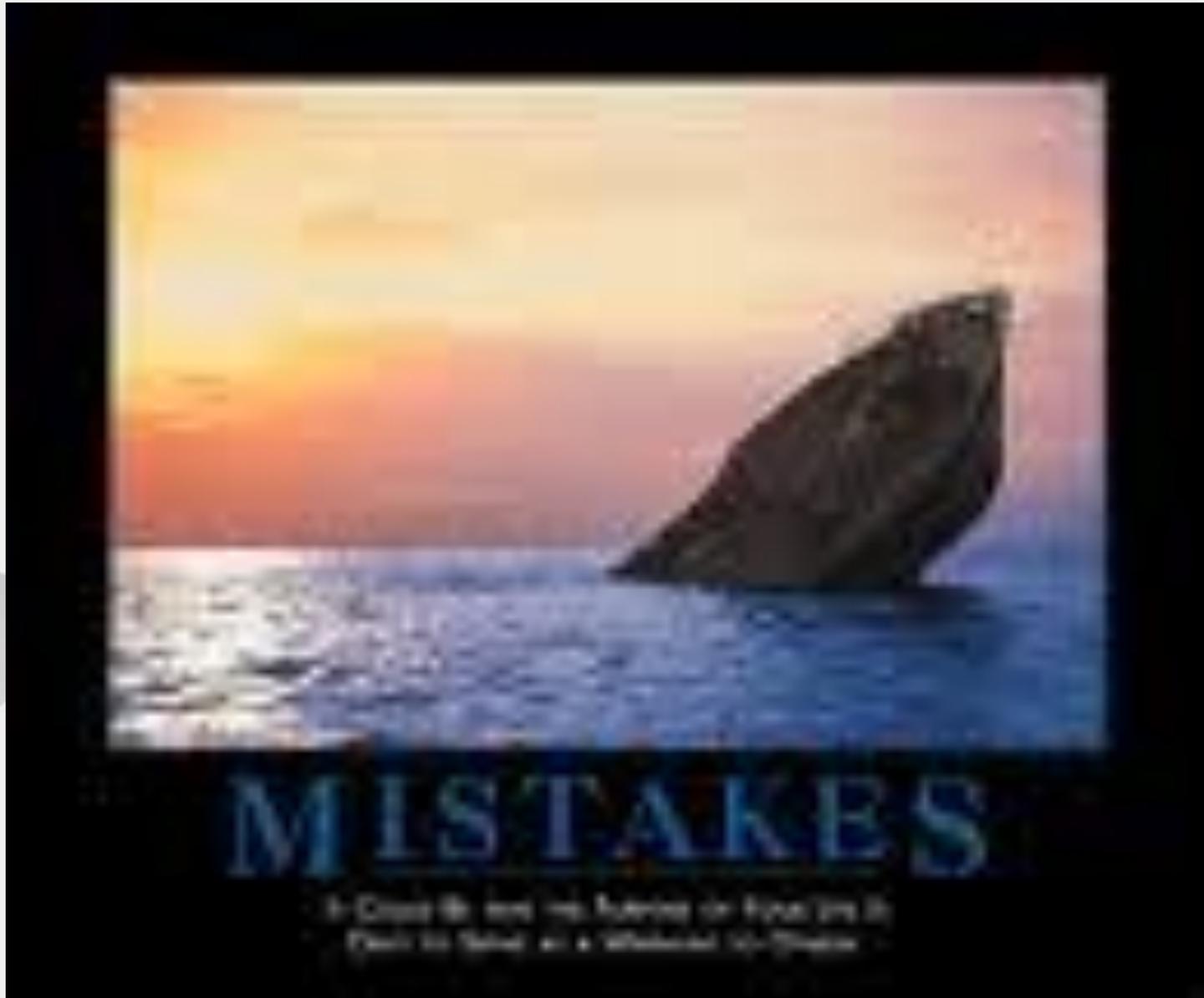
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- **November 10, 2004 Quilting: Then and Now.**
 - *Cy-Fair staffers Patricia Plunk and Beverly Norris introduce us to the world of quilting, a unique art form of shared tradition.*

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- The slide features two decorative butterfly graphics. One is in the top right corner, and another is in the bottom left corner. Both butterflies have colorful wings with shades of red, blue, green, and purple, set against a dark grey silhouette of the butterfly's body and wings.
- **February 9, 2005 Field Trip to Forbidden Gardens**
 - *Celebrate Chinese New Year by meeting fellow LIFERs at this Katy outdoor museum replicating many of China's historical scenes.*

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- **May 18, 2005 Extreme Origami**
 - *Reference Assistant (now librarian!), Melissa Savage, shares her knowledge of this ancient art form. Learn to create decorative artworks through paper-folding techniques.*

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- **January 30, 2008 Bioinformatics and Nanobots**
 - *Discover the profound impact of the intersection of science and information technology. Professor Larry Loomis-Price of Montgomery College's Biotechnology department reveals a brave new world. Care to program your DNA?*

What NOT to do!



What Not to Do

- Rule 1: No Sales Pitches
- Rule 2: Never Assume
- Rule 3: Don't Trust Third Parties
- Rule 4: No Canned or Generic Presentations
- Rule 5: Must have Samples and Examples
- Rule 6: Don't Overpromise
- Rule 7: Don't Let Technology Fail You

Do You want another one?

- Before showing you another program, any questions?

Apply LIFE Techniques to Other Programs

- Business Success Seminars



We brainstormed and came to an impasse

- Better Your Own Business: web resources and technologies for fun and profit
- Boost Your Own Business (BYOB)
- Web Savvy Seminars:
 - Net Savvy Seminars
 - Web Savvy Series
- Business 2.0
- Web Solutions Series for Business
- Market Research for the New Millennium
- School of Business in 60 Minutes – the Web Savvy Series
- Business School at Lone Star
- Business at Lone Star
- Boost Your Business
- Better Business in 60 Minutes
- Better Business through Learning
- Learning Better Business
- Building Tomorrow's Business Today
- Maximize Your Business Potential
- Leverage
- Free Business Seminars
- Quick Business Seminars
- Best Business Seminars
- The 60 Minute MBA* (Managing Business Aggressively): Web Series
- Web Savvy Series
- Sales Savvy Series
- Money Savvy Series
- Better Living Through Technology
 - My Business Attracts
 - My Business Abounds
 - My Business is Awesome
 - My Business is Alive
 - My Business in Action
 - My Business Advances
 - My Business Accelerates
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I wanted

- The 60 Minute MBA *Moving Business Ahead
- We settled on a not so catchy, but descriptive, Business Success Seminars



Website and Blog

LIFEintheLibrary.com

lscryfallife.blogspot.com

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LOOK INSIDE!

L I F E
IN THE LIBRARY
GUIDE TO BLUE BUTTERFLIES

