

Promoting Your Program

The Preliminary Program Book

The preliminary program is the main publicity piece we use to advertise the conference. It is extremely important that your program(s) is listed accurately and in a way that will help draw interest in them. Please use the *Preliminary Program Form* to send us the following information about each of your programs:

- ✓ **Title of each program**
(Be creative! Remember, this is your chance to 'sell' your program to potential attendees.)
The print version of the preliminary program will contain only the title of each program and the sponsoring unit. Please make sure that the title of your program aptly describes the content. The description of the program will be carried in a special insert in *Focus on Indiana Libraries* and on the ILF Web site.
- ✓ **Brief description (three to four sentences) of each program**
(Be creative! Remember, this is your chance to 'sell' your program to potential attendees.)
The print version of the preliminary program will contain only the title of each program and the sponsoring unit. The description of the program will be carried in a special insert in *Focus on Indiana Libraries* and on the ILF Web site.
- ✓ **Name of the ILF unit sponsoring each program**
(Please indicate ALL units sponsoring your program.)
- ✓ **Name, library, address, and phone and fax number, and e-mail of the presider for each program**
(Please send complete information and double-check all spellings)
- ✓ **Name, organization, address, phone and fax number, and e-mail of each speaker for each program**
(Please send complete information and double-check all spellings)
- ✓ **A short biography for each speaker (optional)**
- ✓ **Black and white photo of each speaker (optional)**

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- ✓ We want the final program book to be as accurate as possible. If there are any changes in your program title or description, please contact Jason Gilbert at the ILF office as soon as possible.