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To: Toronto Public Library Board – June 9, 2003

From: City Librarian

Subject: **ALA/CLA Conference – Marketing & Communications Status Report**

Purpose:

To provide an update to the Toronto Public Library Board with information about the joint American Library Association/Canadian Library Association Conference to be held in Toronto in June 2003.

Funding Implications and Impact Statement:

Financial impacts are provided for within the \$200,000 of the funding received for the Conference in the 2003 Operating Budget.

Recommendation:

It is recommended that the Toronto Public Library Board receive for information the *ALA/CLA Conference – Marketing and Communications Status Report*.

Background:

The American Library Association is the largest library association in the world. In June 2003, the American Library Association will hold its annual conference jointly with the Canadian Library Association in Toronto. The conference will run from June 19 to 25, 2003. Toronto Public Library is the host library for this conference and, as such, is responsible for all local arrangements for the conference.

Comments:

Taking advantage of Toronto Public Library's stature as the busiest library in North America, Marketing & Communications is executing a new visual identity campaign that will be used throughout the Conference. The creative aspect of the visual identity is now complete and consists of a pink sunglasses image used on a TPL blue background. The sunglasses visual will be used concurrently with five rotating taglines. These taglines are as follows:

- A Borrower Be
- Life's a Beach, Borrow a Book
- Dating Woes? Pick Up a Book Instead
- Pulpitations? Your Library has a Cure
- Welcome ALA & CLA

The visual identity will appear in key conference and city locations, on various mediums, including:

- on 3' x 8' banners @ 5 top hotels;
- on Welcome signs @ 12 key branches;
- on 57 street pole signs (located in the downtown core), appearing from June 16 to 27;
- on 38 recycling units across Front Street, from June 9 to July 6;
- on 125 transit shelters (located throughout the city) from June 2 to 29;
- in TRL on Yonge Street windows, on construction hoarding, and inside main entrance pillar.

TPL is also hosting an exhibit booth during the trade show portion of the Conference. This 20 feet wide booth has been customized to include the aforementioned 'sunglasses' image and has been designed to ensure it meets the needs of TPL for the two main booth components – author visits/signings and a work area for computer demonstrations, video presentation and patron consultation.

Booth staff will be able to provide two handouts to booth patrons: a 9 x 12 envelope which contains various TPL brochures, and "Canada Uncovered," a booklet of excerpted Canadian literature.

Authors that have agreed to participate in the conference at the TPL booth include: Nino Ricci, June Callwood, Katherine Govier, Betty Jane Wylie, Kathy Stinson and TPL's current Writer in Residence, Robert Sawyer.

Conclusion:

The marketing and communications efforts are designed to maximize the benefit of the conference to Toronto Public Library, namely:

- to showcase and raise international awareness of the TPL amongst a key audience group;
- to promote the collections and services of the Toronto Public Library; and
- to provide a forum for staff participation and benefit from the wide-range exchange of information and ideas amongst attendees.

Contact:

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City Librarian

List of Attachments:

Not applicable.