# : Publicity and Local Information

Produce web page with meeting information, send meeting announcements to MAALL membership and other library organizations, send press releases to local general or legal publications. Gather or prepare and distribute information about local attractions, restaurants, etc.

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| ***Coordination Notes***Note: Webmaster may operate independently or as part of a Publicity Team. Be sure to check with:* *Education, Registration, and Teams* – for web page information, and to determine who will handle gathering and distributing local information.
* *MAALL PR Chair –* to include local information on MAALL table at AALL annual meeting.
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***Budgeting***

There should generally be few if any direct costs associated with publicity. Look for a law school or law firm to host the web page and cover any copying or mailing costs as well as a gift basket or other door price for the MAALL luncheon at the AALL Annual meeting. Budget for any expenses not donated.

***Web Page***

An Internet web page is needed for registration, and to make information about your meeting and local attractions readily available to the membership and to anyone else who may be interested.

Information should be posted as soon as it becomes available and kept frequently updated. Publicize your web page by including the address in *MAALL Markings* and by sending messages to the MAALL listserv.

Information to have on the web page includes:

 Registration forms

 Program and event descriptions

 MALLCO roundtable information (Get from MALLCO Executive Director)

 Hotel and transportation information

 Descriptions of local restaurants and attractions

Note that the registration forms should be printable, so that people can send in with payment if they wish. Fillable PDF format works especially well for this. (*See also Registration chapter.)*

Much of the local information may be handled by linking to existing sites.

***Providing Local Information***

At MAALL meeting the year before

The Local Arrangements Chair should be prepared to talk briefly at the previous year’s MAALL meeting about plans for the meeting, and perhaps distribute some basic information about the locale to get people interested in visiting.

For AALL annual meeting

There are two opportunities for publicizing the MAALL meeting at AALL – the MAALL table in the AALL activities area in the Exhibit Hall, and the MAALL luncheon. [*Check with the MAALL Public Relations Leader to confirm there will be a table and let her/him know what you are bringing.]*

Gather an assortment of brochures for distribution at both of these. It is also nice at AALL to have some sort of stickers or pins representing your city that can be distributed and put on members’ name tags. These can usually be obtained free or low cost from your local convention and visitor’s bureau.

Note: you can ship the brochures to the meeting site instead of having to carry them. Check AALL meeting information or your hotel for address and shipping deadlines.

It is also usual to provide a gift basket of local items for someone to win at the luncheon. (Be sure it can be easily carried or shipped home!) Seek donations if possible for this, but ask Local Arrangement Chair to include in budget if necessary.

The Local Arrangements Chair should be prepared to talk briefly at the luncheon about plans for the meeting and to promote the location.

For your MAALL meeting

Have an assortment of brochures, maps, restaurant menus, etc. available at the meeting. You might want to get sufficient copies of some basic materials to include in meeting packets. More specific information could be available for pick up. Work with Registration and Exhibits Teams to determine where to put these materials or perhaps set up a separate Hospitality table near registration.

A good way to provide information without needing a lot of paper is to station someone at or near registration with an iPad or similar tablet to answer questions and provide local information. This person should be knowledgeable of the area and able to give local directions. Ideally staffing should be during any peak periods for registration.

You may wish to develop your own descriptions of restaurants, shopping destinations, and attractions, tailored to the MAALL membership. This may be especially helpful in locations that do not have a wide range of restaurants or publications about them. These could be put in registration packets or available for pickup, and posted on the web page.

If you write a restaurant guide, be sure to list price range of restaurants, or have a $ key to show restaurant cost ranges. Grouping restaurants and shopping available in the same area is very helpful to out-of-towners.Also, include notations about which ones are good choices for vegetarians.

Another helpful resource is a flyer or brochure (possibly combined with restaurants, shopping and/or attractions flyer/brochure) listing phone numbers and addresses for services closest to the hotel: hospital, fire station, pharmacy/drugstore, photocopy shop, cleaners, local transportation (taxis, buses, subway, rental car), etc. A map marking their locations would be especially helpful.

***Where to Get Local Information***

A good source for materials is your city’s visitor’s center, convention bureau or similar organization. They may also be able to give you information about special services available for organizations holding conventions, special rates available to visitors, etc. You might even get a “Welcome MAALL” sign on their marquee while MAALL is meeting in your city.

***Other Ways to Promote Your Meeting and Locale***

Publicity for a MAALL meeting can take a variety of formal and informal shapes.

Send a press to area organizations and publications, especially library or legal organizations, library schools, etc.

Notify local organizations informally. Speak at meetings of your local SLA chapter, library school classes, or other library organizations. Send a meeting announcement to their listservs or email groups.

Contact your local governmental representative about the possibility of a welcoming resolution.

Either the Publicity Leader or the Local Arrangements Chair should publicize the meeting to the MAALL membership by writing articles for *MAALL Markings*, sending announcements to the MAALL listserv or operating a blog and speaking at the MAALL luncheon at AALL.

**Publicity and Local Information Samples**

St. Louis 2012 web page (screen shots)

St. Louis 2012 sign used at AALL MAALL table

 St. Louis 2012 dine-around restaurants information sheet