

The Massachusetts Health Science Libraries Network
is proud to present the 2012 Annual Meeting



April 20, 2012 | Massachusetts Medical Society | Waltham, MA

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| 8:00 - 9:00am | Registration, Coffee & Vendor Visits |
| 9:00 - 9:30am | MAHSLIN Business Meeting & Awards Presentations |
| 9:30 - 10:30 am | The Real Librarians of MAHSLIN
Key Informant Interviews: Unlocking Opportunity , Michelle Eberle, NN/LM NER
People + Relationships = Marketing Success , Carolyn Paul, Treadwell Library, Mass General Hospital
Database Marketing: 101 , Isabel Lopes, Center on Media and Child Health
Campus Guides for Cross-Institutional Cooperation , Dianna Magnoni, Olin College
Adjacency: You are Your Library , Elaine Alligood, VA Boston Healthcare System |
| 10:30 -10:50am | Break & Time to Visit with Meeting Partners |
| 10:50 - 11:50am | Drawing On Your Strengths To Influence Others
Mark E. McCandlish, Senior Organizational Learning & Effectiveness Consultant
at Baystate Health |

- 11:50 - 12:40pm** **Lunch in the Mass Medical Society Dining Room**
- 12:40 - 1:00pm** **Meet our Meeting Partners**
- 1:00 - 1:10** **Raffle Drawings to benefit the Jay Daly Information Technology Grant Program**
- 1:10 - 1:40pm** **Marketing and Outreach Support Tools Product Demonstrations**
Anna Burke from Springshare presents LibGuides
Randall Maxey from EBSCO presents LibraryAware
- 1:40 - 2:45pm** **Just Ask Them: Developing a User-Centered Marketing Approach**
Rebecca Metzger, Reference, Instruction & Outreach Librarian at Lafayette College
- 2:45 - 3:00pm** **Q&A / Wrap Up**