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

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

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