



PR for the New Millennium: 16 Cool Technologies

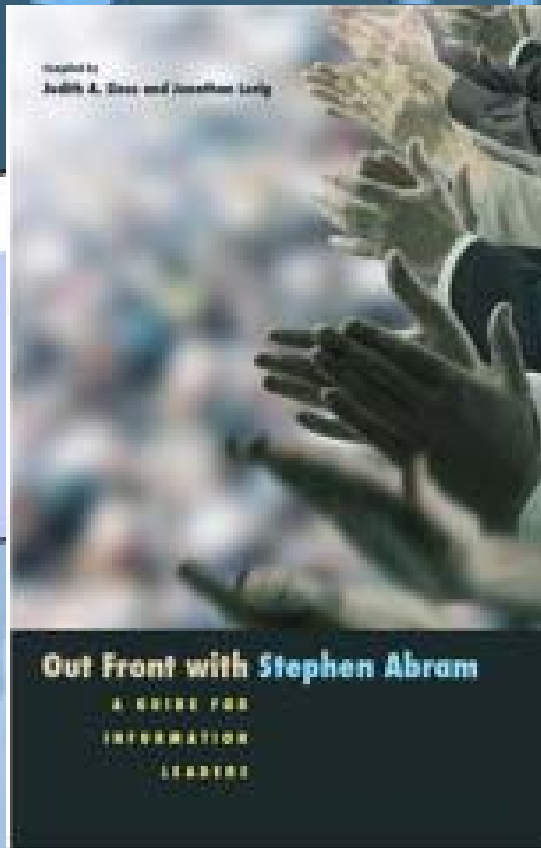
June 24, 2007

ALA 2007

Stephen Abram

Vice President, Innovation

Chief Strategist, SirsiDynix Institute



Stephen Abram

The Promotional Mix

Advertising

Personal selling

Promotion

Public Relations

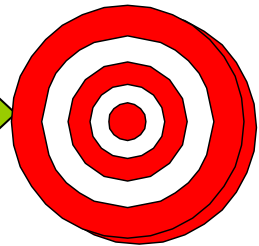
Publicity

Product

Price

Distribution

Marketing Mix





Worth 1000.com



Librarian Core Value Commitments

- **Democracy**
- **Stewardship**
- **Service**
- **Intellectual Freedom**
- **Privacy**
- **Literacy and Learning**
- **Rationalism**
- **Equity of Access**
- **Building Harmony and Balance**

» Michael Gorman, Library Journal, April 15, 2001



Are You Ready?
For Imagineering the Library?



**Are You Ready?
To Change?**



**What are you
Promoting?**



**What is Your
“Product”?**



What Are You Selling?



Hmmmm?

- The “Library” (OCLC Perceptions)
- Programs and Services
- Influence
- Fundraising
- Budgets and Bonds
- Awareness
- Behavioural Change



Libraries core skill is not
delivering *information*

Libraries improve the
quality of the *question*
and the user experience

Libraries are about learning
and building communities



Bennis' Leadership Traits

- Management of Attention
- Management of Meaning
- Management of Trust
- Management of Self



PR Leadership

- Managers
- *Nouns*
- Information
- Knowledge
- Organization
- Rules
- Stability
- Leaders
- *Verbs*
- Inform
- Know
- Organize
- Think and create
- Innovate and Change

Do You Feel Poor?





**Selling is Not a
Dirty Word.**



Selling Principles

- Selling is about People not products
- Selling is a Journey not an event
- Sustainable selling is about Attitude more than Aptitude
- Selling is Situational
- Selling is a learned professional skill
 - there's no such thing as a "natural"



Who will you sell to?

- Suspects
- Prospects
- Customers / Users / Patrons
- Partners
- Funders / Donors

- The Sales “Funnel”



Ways you can sell . . .

- Complex Sales Model
- Simple Sales Model
- Commodity Sales
- End-User Selling
- Wholesale Selling
- Retail Selling
- Consultative Selling



What Are You Selling?

- Functions
- Features
- Advantages
- Benefits

- Stories



How Do You Tell A Story?



Tie FFAB to Your Targets

- Leaders want to see benefits
- Directors want to see advantages
- Influencers want to see features
- Consumers want to see functions



Client needs and benefits

- What is a need?
- How does it relate to features?
- Is information a need?
- What is a benefit?
- What questions do I ask to determine "benefit"?
- What benefits do / can I offer?



5 Immutable Adoption Stages

- Awareness
- Interest
- Evaluation
- Trial
- Adoption

AIDA



Attention

- Sustain their attention
- Communication
- Eye contact
- Visual aids
- Customer involvement



Interest / Identify

- Interest is not really enough
- Your prospect must identify with the product or service
- You need a story.
- You need a call to action!



Desire

- Establish the need and lay the foundation
- Identify the Feature
- Sell the Benefit
- Get agreement that the Benefit is there
- You need a hook - Engage



Action

- The Assumptive Technique
- The Secondary Question Technique
- The Alternative Technique
- The Impending Event Technique
- The Narrative Technique
- Ask for the Sale/Order



Attributes Which Favor Rapid Adoption

- Relative Advantage
- Compatibility
- Complexity
- Trialability
- Observability

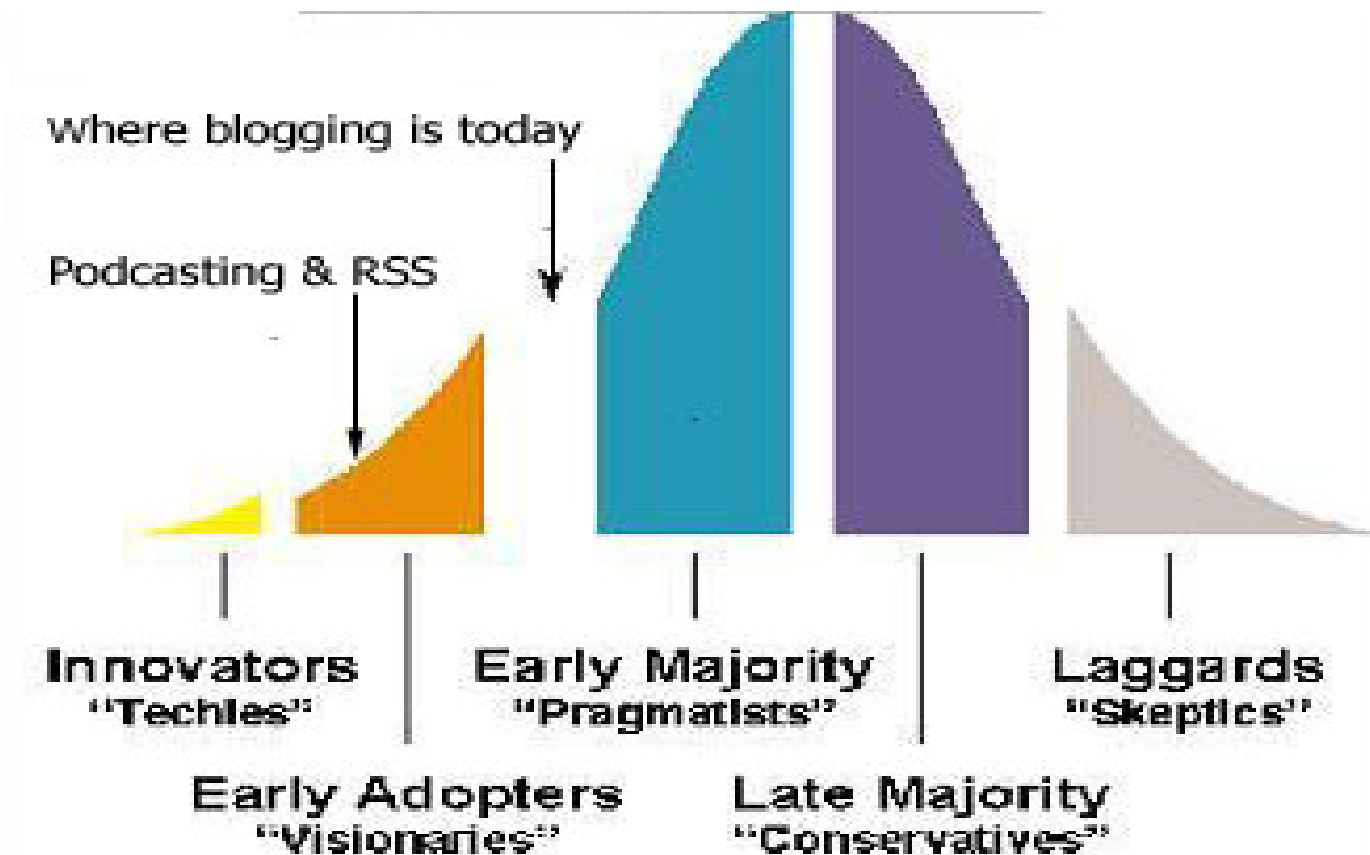


The Classic Corn Research

- Innovators 2.5%
- Early Adopters 13%
- Early Majority 17%
- Middle Majority 34%
- Laggards 17.5%
- Non-Adopters 16%



The Adoption Curve





The Market Adaptation Sequence

- Product Acceptance
- Motivation
- Confidence Level
- Education / Attitude
- Acceptance Criteria
- Selling Strategy



Understanding Adoption Types: Innovators

- Technology fascination
- Motivation -- Implement New Ideas
- Confidence Level High -- experiment, risk
- Self taught, independent
- Latest technology, few features, performance
- Self sold, when turned on, word of mouth



Understanding Adoption Types: Early Adopters

- The coming thing
- Motivation -- leap frog the competition, prove business
- Willing to try new things, reasonable risk
- Will attend night school to learn
- Innovation, better way to do job, selective
- Sold on benefits, references, word of mouth



Understanding Adoption Types: Late Adopters

- Obvious solutions to problems
- Motivation --social pressure, fear of obsolescence
- No risk, slow to change, needs references
- Seminars, proven products, hand holding
- Brand important, pay for needed features only, terms & conditions important
- Examples, address cost/technical support



Understanding Adoption Types: Laggards

- Absolute need
- Extreme competition/social pressure
- Reluctant to change
- Will send someone to a seminar, needs proof, ease of use
- Lowest cost, competitive terms, brand
- Productivity increases, fear



Sales Techniques

- Planning, Goal Setting, Time Management
- Targeting
- Objection Handling
- Presentations
- Collateral
- Negotiating



Planning and Priorities

- Choose, sacrifice, target
- Set daily goals and time for them
- Pareto's Principle - 80/20 Rule
- Say no to unproductive or non-strategic tasks
- Do it
- Audit, track and measure



The Classic Sales Funnel



- Suspects, Prospects, Customers, Partners
- Contact
- Probe
- Presentation
- Proposal
- Follow-up
- Close



Targeting

- Use Your Funnel
- Choose your prospects by your success criteria
- Marketing looks at homogenous segments - Sales looks for individuals or small groups of individuals



Presentations

- Get used to the Audience-of-One
- Develop the scaleable presentation
- Learn how to present in numerous environments
- Every interaction is a sales and/or marketing opportunity - keep a balance
- Learn how to use WebEx, MS LiveMeeting



Collateral

- Brochures should support the selling process and follow the same rules
- There are more forms of collateral than brochures (LIST)
- Focus each piece as technical, user aid, informational, sales, marketing, legal, etc.
- Target



Key to Your Sale

- Ask for the Sale!
- Ask for the Sale!
- Ask for the Sale!

- This will be the difference between the library being a small extension of the web or vice versa



PR Styles of Change Agents

- Consultative
- Collaborative
- Directive
- Supportive
- Delegative
- Informer
- Persuader
- Innoculator
- Insuader
- Seducer



I See

They See

I See

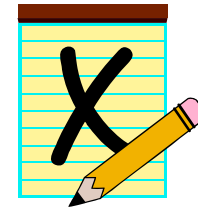
They See



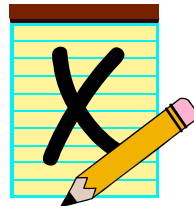
Old Word

New Word

Old Notion



New Notion



facebook

LibraryThing BETA



amazon.com



AJAX



OVERDRIVE



ELF - *keeping tabs on your library material*







2.0 Influencers

1. YouTube
2. Second Life
3. MySpace
4. Facebook
5. Wikipedia
6. Ning
7. Twitter
8. Mozes
9. NowPublic
10. MyBlogLog

**Top 10 Most Influential
web tools for the
2008 elections**

**How many are we
already using?**



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<http://www.youtube.com>



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1 - 20 of about 22,300

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Display:

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Photographs, interviews and video reports in 7 languages.
www.theforgotten.org

[Future of Libraries](#)

Futurist Speaker - Thomas Frey Creating the Library of the Future
www.davinciinstitute.com

[Top-Paid Internet Jobs](#)

Survey companies paying \$50-\$150/hr Work at home. See if you qualify
www.SurveyLot.com/Free-Membership/

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Earn up to \$25-\$75 per Hour Work at Home - Start Today!
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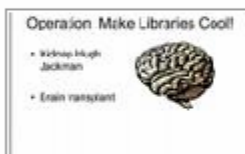
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Lip-sync your own video and win a trip to Hollywood! Enter [The UpStage by Samsung Contest](#)

You could win \$25K or your own banana grove. 21+



[Libraries in 2010](#)

My entry for the **Library** and Information Week competition 2007 at <http://librariesinteract.info>

Time: **05:56**



From: [fin4t2](#)

Views: 2,024

Added: 1 month ago

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[The L-Team](#)

If you have a research question, if no one else can help, and if you can find them, maybe you can hire... the L ([more](#))

Time: **01:48**



From: [pnnicck](#)

Views: 12,858

Added: 4 months ago

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[Tour of Info Island / Second Life Libraries](#)

video of my avatar Rik Riel skating around Info Island, where the Second Life **Libraries** are found. Music by Torley Linden, skates by Skoopf. Full version ([more](#))

Time: **03:21**



From: [rikomatic](#)

Views: 5,582

Added: 8 months ago

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Second Life

<http://www.secondlife.com>



Your World. Your Imagination.

Resident Login | Join

WHAT IS SECOND LIFE? SHOWCASE BUSINESS PARTNERS DEVELOPERS COMMUNITY

- Resident Links -

FREE MEMBERSHIP JOIN NOW!

MEMBERSHIPS, LAND, & PRICING
BUY AND SELL WITH LS
REFER-A-FRIEND



Alliance,
Charlotte,
San Jose SU
Harvard

Second Life. You can click & pan the map. Try it!

... help in the future by clicking

Land For Sale

view larger map

Second Life
www.infoisland.org
Library
Another innovation from the Alliance Library System

ab

SCREAM in the DARK of the NIGHT

Second Life Library eBooks

9 storey Library
Law Library
Consumer Health Library
Medical Library
Teen Library
Public Library
Engineering Library
Science Fiction
Mystery Island Castle
ALA
SLA members
Education Islands
Amphitheatre

**Swedish Embassy, Dell, SirsiDynix,
ALA, Massachusetts CPA's, State Libraries,
Universities, Sun,
And lots more**



Me



Reading is virtually fundamental in SL

Second Life
www.infoisland.org
Library
Another innovation from the Alliance Library System

services to 286 libraries and fully funded by the state of

added that ALS is one of the innovative organizations, technically speaking, and their philosophy is to mine new technologies as the gospel of library usage. Innovation equals risk, innovation growth," she stated.

Bell, the ALS's director of operations, read about SL in the blog of a librarian who was already a regular. She created an account, logged in with her avatar, Lorelei Junot, and discovered a population of almost 200,000.

Bell found that SL had a few libraries, such as Wandering Yaffle's library, but thought that virtual library services could be expanded.

and Educators."

ALS, which is based in East Peoria, Ill., will team up with Online Programming for All Libraries (OPAL) and utilize the programs, currently offered online to librarians and libraries, within SL. The two entities eventually hope to offer a plethora of library services.

"Since there is web programming through OPAL, why not offer that in SL?" she said.

Librarians from all over the country are gathering in SL to assist in setting up the virtual library. In fact, Pope expected criticism from many library blogs, but instead has found those in the field to be immensely excited about the possibilities afforded by SL.

In a telephone interview, Kitty Pope, executive director for the ALS, said the goal of their programs within SL is to reach people who might not otherwise go to a library. In giving background information about the ALS, Pope said the organization

Bell concurred, saying, "The response has been enthusiastic. People are volunteering and doing a

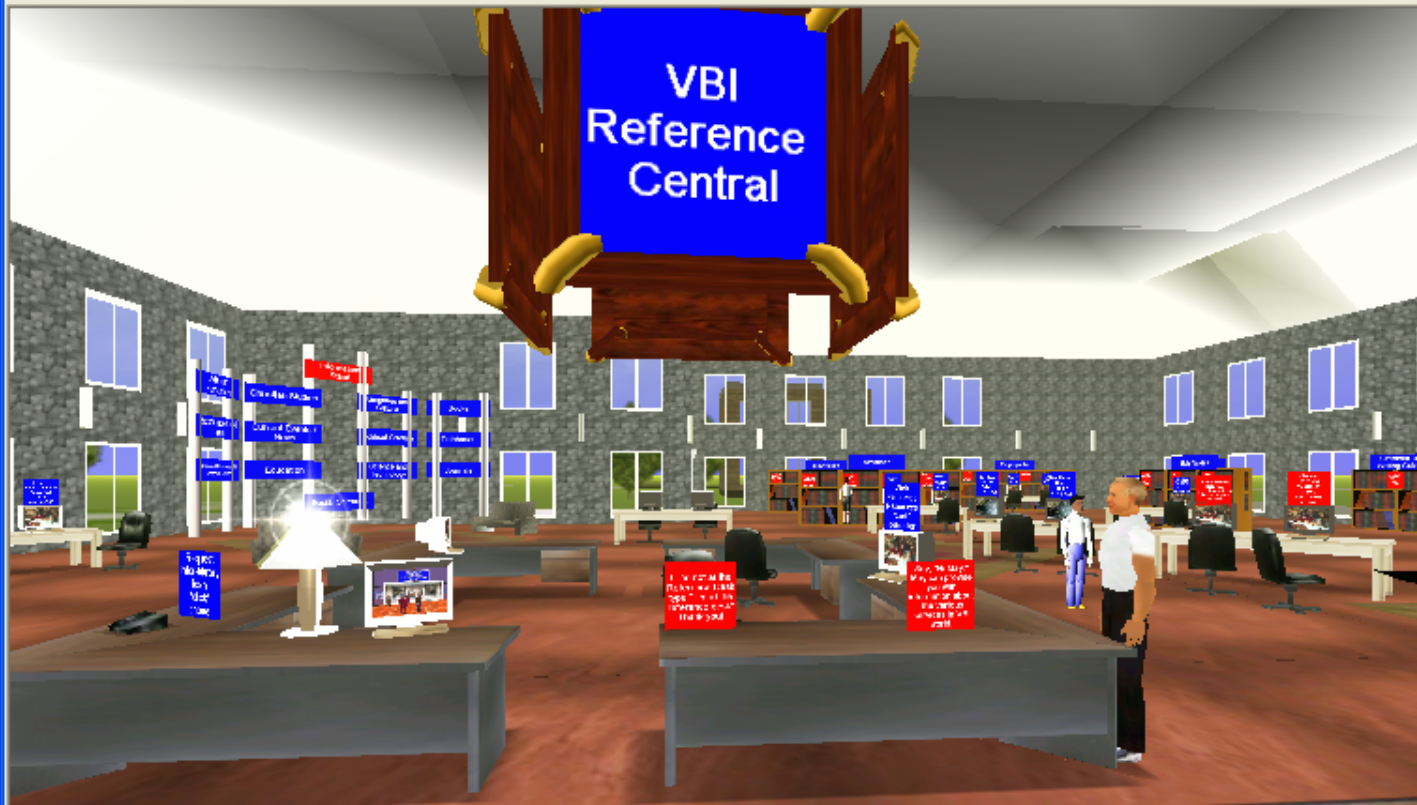
ZACK MORTAL HOSTED A class titled "Introduction to Library Research" yesterday at the new Second Life Library 2.0. The class covered the fundamentals of using real-life online library resources. Mortal covered how to use library catalogs, subject headings to improve searches; use research databases to locate articles and more. - COURTESY PHOTO.

See BOOK, Page 20



TURN_AROUND WAVE JUMP SPIN JOY1 YES BLOW_KISS EGYPTIAN MACARENA KARATE KICK

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Worlds Contacts Telegrams

80 Worlds	1 User
VBI	1
!AWEDU!	0
^centre^	0

Immigration Officer: Welcome to the Activeworlds EDUverse. The EDUverse has upgraded with a VoIP module. Problems can be reported to support@activeworlds.com

Immigration Officer: Welcome to the AWEDUverse

Immigration Officer: Welcome to Eastern University!



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myspace[®] a place for friends

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vonage.ca

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Unlimited local & long-distance throughout Canada & the U.S.
VoIP 9-1-1 service has certain limitations versus traditional 9-1-1. See vonage.ca for details.

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Cool New People

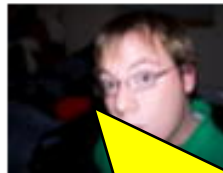
Virginia



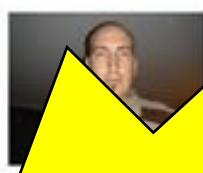
Katrina



Kendall



Gordon



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E-Mail:

Password:

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LOGIN

SIGN UP!

Forgot your password?

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Chat Rooms

Classifieds
Filmmakers
Forums

Groups

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200,000-250,000
A DAY!**

advertisement



**Open an ING DIRECT
Investment Savings
Account.**

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Two Gallants
Indie
San Francisco, CA

Two Gallants bring us an infusion of body-knuckled punk energy to storytelling epics and tear-in-your-eyes honky-tonk. They've crafted a surprisingly original sound out of their timeworn influences.

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MySpace Specials



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Stephen Abram

[Profile](#) [▼](#)

is preparing for ALA in DC.
 Updated on Sunday [edit](#)

Networks:	None
Sex:	Male
Relationship Status:	Married
Looking For:	Friendship
Birthday:	May 8, 1954
Hometown:	Toronto, Ontario
Political Views:	Very Liberal
Religious Views:	Open

Mini-Feed [edit](#) [□](#)

Information [edit](#) [▼](#)

Contact Info [\[edit \]](#)

Email:	stephen.abram@sirsidynix.com
Windows Live:	SquidDad
Current State:	Ontario
Website:	http://stephenslighthouse.sirsidynix.com

Personal Info [\[edit \]](#)

Activities:	Libraries Speeches Research
Interests:	Millennials Technology 2.0
Favorite Music:	Eminem Diva singers
Favorite TV Shows:	Deadwood 24 Sopranos
Favorite Movies:	Wizard of Oz

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Nancy Smith	Jenny Levine	Cindi Trainor



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Google G Go Bookmarks 65 blocked Check AutoLink AutoFill Send Settings

Search web... Favorites PC Health Form Fill Spaces

Facebook | Engineeri...



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Engineering Information & Reference Service - U Alberta Alberta

Information

Group Info

Name: Engineering Information & Reference Service - U Alberta

Type: Organizations - Academic Organizations

Description: The Engineering Librarians at the University of Alberta are available to help all engineering students, staff, and professors in the Faculty of Engineering with their research and information needs. If you are working on an assignment, paper, design project, thesis or dissertation, tracking down a hard-to-find paper, please feel free to contact us for help.

Contact Info

Email: randy.reichardt@ualberta.ca

Website: <http://www.library.ualberta.ca/scitech/index.cfm>

Office: 1-26 Cameron SciTech Library

Province: Alberta

Recent News

Need help searching Compendex (Engineering Index)? Please check our narrated and non-narrated screencasts:

Narrated: http://www.library.ualberta.ca/screencast/engineerin g/compendex_narrated/compendex_narrated.html

Non-narrated: http://www.library.ualberta.ca/screencast/engineerin g/compendex_nonnarrated/compendex_nonnarrated.html

Officers

Diane Clark (Alberta)
Engineering Librarian (Civil Environmental Mining Petroleum)

Jerry Kowalyk (Alberta)
Engineering Librarian (Mechanical, Electrical/Computer)

Randy Reichardt (Alberta)
Engineering Librarian (Chemical/Materials, Nanotechnology)

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IQ QUESTION:
Which does not belong in the group?







Done

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Address <http://www.facebook.com/group.php?gid=2244905594>

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Facebook | Engineeri...

Kyle: We do have access to such a database, it's called Proquest Dissertations and Theses - Full Text: <http://www.library.ualberta.ca/databases/databaseinfo/index.cfm?ID=168>. If it's a recent thesis, there's a good chance that it is available full-text on this db. Otherwise, there would be a paper copy of it held in the UA Libraries' system.

Let me know if you find it. - Randy
[Message - Report](#)

Kyle Sand (Alberta) wrote at 5:28pm on February 22nd, 2007

Just had a question i hoped you could answer. Can we search any sort of thesis database? I'm trying to find one published at the U of A that was referenced in a paper.
[Message - Report](#)

Randy Reichardt (Alberta) wrote at 11:46pm on February 13th, 2007

Steve, thanks for the note and the kind words. I'll relay your suggestion of a "librarian bat signal" to my colleagues, and we'll see if we can come up with something inventive! LOL! And thanks to you, Andrea, Jessica, and Leonard for being the first students to join our new group, your collective support is much appreciated! - Randy
[Message - Report](#)

Steve Lobo (Alberta) wrote at 11:20pm on February 13th, 2007

Wow Randy! You are so amazing, I don't think I have this many ways to contact my parents and we live in

Internet

start Facebook | Engineeri... Microsoft PowerPoint ... Search with Google 7:24 PM



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New York Public Library

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This article does not cite any references or sources.
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 Any material not supported by sources may be challenged and removed at any time.
 This article has been tagged since April 2007.

The New York Public Library (NYPL) is one of the leading public libraries of the world and is one of America's most significant research libraries. It is unusual in that it is composed of a very large circulating public library system combined with a very large non-lending research library system. It is simultaneously one of the largest public library systems in the United States and one of the largest research library systems. It is a privately managed, nonprofit corporation with a public mission, operating with both private and public financing.

The historian David McCullough has described the New York Public Library as one of the five most important libraries in America, the others being the Library of Congress, the [Boston Public Library](#), and the university libraries of Harvard and Yale.

Although it is called the New York Public Library it does not cover all five boroughs of America's largest city. New York City does not have a single public library system but three of them. The other two are the [Brooklyn Public Library](#) and the [Queens Borough Public Library](#). However the New York Public Library is unquestionably the most important and historic of the three.

Currently, the New York Public Library consists of 86 libraries in the Bronx, Manhattan, and Staten Island: four non-lending research libraries, four main lending libraries, a library for the blind and physically handicapped, and 77 neighborhood branch libraries. All libraries in the NYPL system may be used free of charge by all visitors.

Contents [\[hide\]](#)

New York Public Library

The New York Public Library

Location	New York, New York
Established	1895
Number of branches	87
Population served	8,143,198 (New York City)
Budget	\$50,171,798
Director	Paul LeClerc
Employees	651
Website	http://www.nypl.org/



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All community members are invited to give [Board Election Candidates](#) their endorsements.

Welcome to MediaWiki.org

MediaWiki is a [free software wiki](#) package originally written for [Wikipedia](#). It is now used by several other projects of the non-profit [Wikimedia Foundation](#) and by many other wikis, including this very website, the home of MediaWiki.

[Download MediaWiki](#) right away, or use the links below to explore the basic site contents. You'll find some content translated into other languages, but the primary reference language for the whole site is English. Please read [more about this site](#).

For general questions dealing with the software see the recommended possibilities of communication and maybe our [support desk](#). If you have a suggestion dealing with this wiki, please visit the corresponding [discussion page](#).

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News



- **2007-05-09: 1.10.0 branch release**
MediaWiki 1.10.0 final release available
- **2007-05-04: 1.10.0 branch release candidate**

Current Versions



1.10.0 · 2007-05-09
 1.9.3 · 2007-02-20
 1.6.10 · 2007-02-20



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 - [Download from SVN](#)
 - [Code documentation](#)

- communication
- [IRC \(#mediawiki\)](#)



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Note: You've recently edited irsig.pbwiki.com.

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Ning

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Create Your Own Social Network for Anything

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Library 2.0

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LibWorm Search

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[More on ning and the library 2.0 network](#)

[Bibliotek 2.0, in stockholm](#)

Welcome:

Welcome to Library 2.0. Once you join, please introduce yourself by going to the [Introductions Topic](#) in the forum or clicking on the link.

[Pop-Up for Library 2.0 Chat](#)

Library 2.0

Welcome to this chat. Please enter your **nickname** to continue.

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Go

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[less than 20 seconds ago](#) from web ☆ 🗑



itgirl enjoying watching lorcan explore facebook. [about 1 hour ago](#) from mobile web ☆



itgirl Just drove to my old house. Accidentally. Oh brother. [about 3 hours ago](#) from [bt](#) ☆



kgs storing some evergreens for Twitterprose, so I'm ready for ALA.
[about 5 hours ago](#) from web ☆



davidleeking Oh yeah... david's finally got DSL at home... I'm movin



Welcome back,
[Stephen](#)

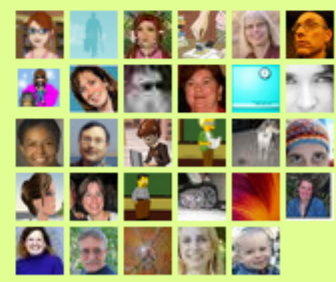
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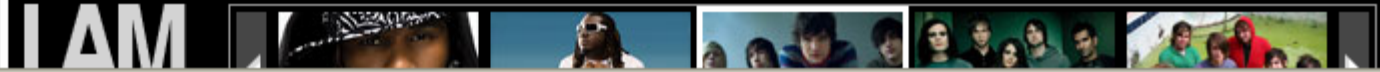
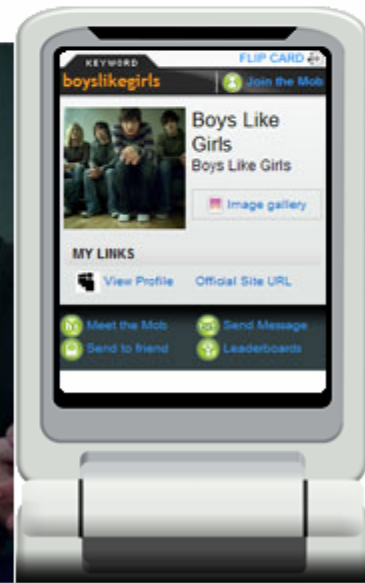
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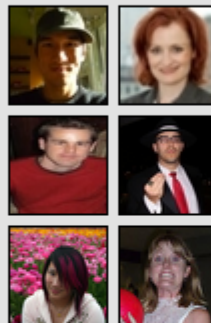
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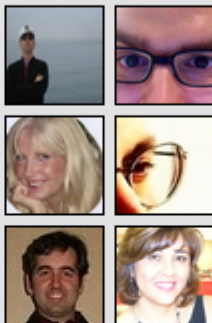
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- | | |
|--|--|
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The White Stripes
 258 new links to this album</p> |  <p>Minutes to Midnight
Linkin Park
 147 new links to this album</p> |
|  <p>Back to Black
Amy Winehouse
 109 new links to this album</p> |  <p>It Won't Be Soon Before Long
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Stephen's Lighthouse

By SirsiDynix's Vice President of Innovation, Stephen Abram

June 19, 2007

Innovation Quote

I am in the Carla O'Dell (APQC CEO) fan club. Here's a recent quote [attributed to her](#):

"Innovation happens at the intersection of need, information, relationship, expertise and diversity"

It's a good start for my participation in the LITA Great Debate at ALA on Saturday. Are Libraries Innovative Enough?

Stephen

Posted by [stephen](#) at [6:50 PM](#) | [Comments \(0\)](#)

SirsiDynix Announces New CEO and CFO

Hey, I've got a new boss! I'll look forward to meeting him at ALA starting this week. Yay!

Stephen

FOR IMMEDIATE RELEASE

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Bradford County Public Library, Starke, Florida

A blog about the construction of the new building for Bradford County Public Library. Our current building is 4,000 square feet and was built in 1975. The new building is now under construction and will be just 66 2/3 sq ft short of 20,000 square feet, five times the size of our current building. Spyros Drivas, AIA, of Starke, FL, is the architect. We thank the City of Starke for giving us the property and we will give them our building and property in exchange after we move out.

Friday, June 08, 2007

Retention pond and inside shots

The retention pond.



PaperCuts

Cutting Edge Library News, Reviews and Events



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That's Sir Salman Rushdie to you.

From [The Book Standard](#):



Author [Salman Rushdie](#) is to receive a knighthood from the Queen, recognising the services to literature of one of the world's most lauded—and most divisive—literary grandees, reports the Guardian. "I am thrilled and humbled to receive this great honor, and am very grateful that my work has been recognized in this way," the newly-minted Sir Salman said in a statement.

The announcement signals a belated endorsement by the British establishment, says the newspaper, 18 years after the author was forced to go on the run after [The Satanic Verses](#) was condemned as blasphemy by Iran's late spiritual leader. Britain broke off diplomatic relations over the incident; Rushdie himself had to live in hiding for a decade.

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Network updates since June 13

Questions from your network:

Asked by your connections:

Paul Miller: As the media and policy makers become increasingly agitated about Google and others 'invading our privacy', how likely...

Asked by friends of friends:

(what is this?)

Visual Studio 2003 Install / Uninstall project feature

What services are out there for recommending people and...

[View more questions »](#)

Profile updates:

- Rebecca Jones has new profile information. [View Profile.](#)
 - Dee Magnoni has new profile information. [View Profile.](#)
 - Elson Freire became Commercial Director at Plugtech do Brasil Ltda. in April. [View Profile.](#)
 - Angela Home is now Director at Management Library at Cornell University. [View Profile.](#)
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Microsoft Office Live Meeting



Overview

Live Meeting enables you to collaborate online with colleagues, customers, and partners in real time, between either individuals or large groups—with just a PC, and an Internet connection.

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Microsoft real-time collaboration video

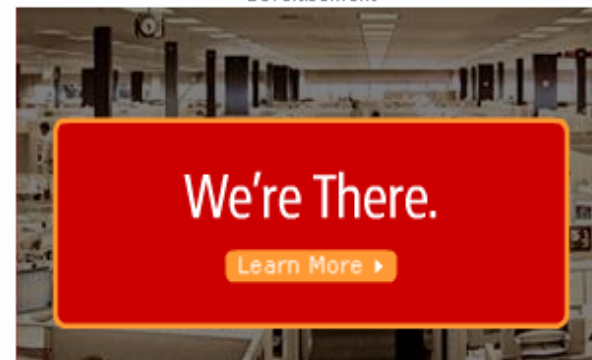
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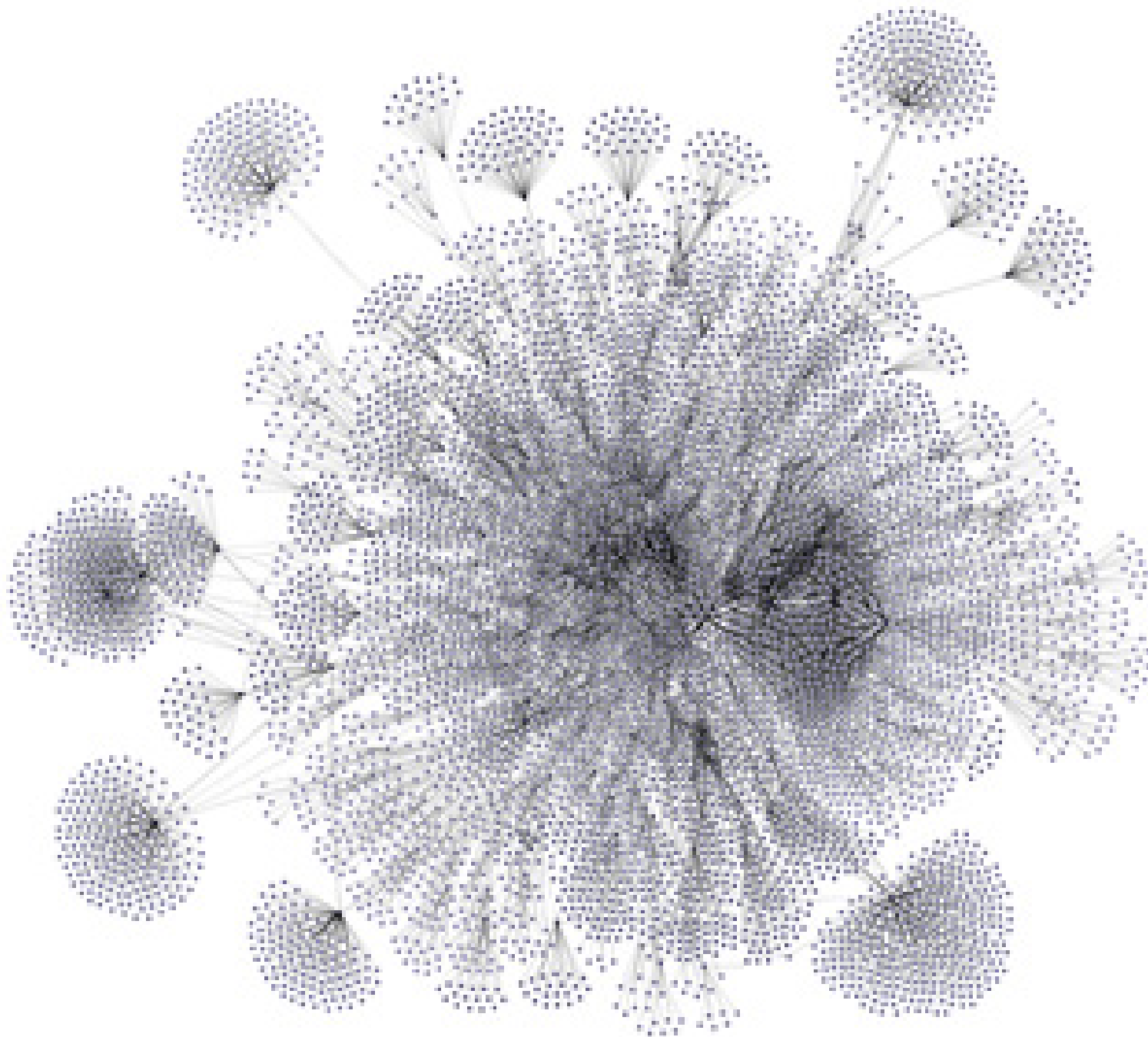
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Just do it



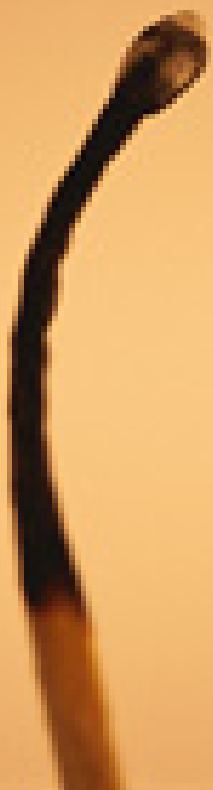




Two Selected Resources

- Selling for People Who Hate to Sell: Everyday Selling Skills for the Rest of Us (Ingrid McGrath Massie and John N Watters, Prima Publishing, 1996)
- The Complete Idiot's Guide to Dynamic Selling (Anthony Parinello, Alpha Books, 1998)

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