

**Call for Book Proposals: Planning and Promoting Library Events**

A great way to bring more patrons into the library is to create events that allow librarians to highlight their resources and services. The planning stages are essential for a successful event. After planning, librarians need to know how to promote and market the event. Following the event, the evaluation process begins in order to determine the success level of the event. There are many roles that librarians can play in regard to creating an event, whether it be participating in the planning, promotion, or evaluation stages.

The MLA Books Panel is seeking editors or authors for a monograph that provides guidance to librarians on how to plan and promote events. This book will ideally become a reference on how to successfully plan and promote library events as well as how to evaluate them. It can include examples of and case studies about how libraries planned and promoted their events, along with lessons learned. Topics for the monograph could include:

* different planning stages of events
* how to start planning events
* how to create a budget
* how to find funding for events
* steps to take in the planning process for events to be successful
* how to choose your event topic for your selected audience
* how to publicize and market events
* the best ways to advertise events, such as using flyers or solely using digital formats
* creative ways to promote events
* how to promote with little or no budget
* how to evaluate events
* tools libraries can use to evaluate their success
* what to do with feedback from events

Step one consists of submitting a completed [Book Proposal: Step 1 Form](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.mlanet.org%2Fd%2Fdo%2F12902&data=02%7C01%7Ckgrabeel%40utmck.edu%7C82c624f791fd451227d708d65e0af4ae%7Caa72ecc9aba94cf5b980b2abebe86276%7C0%7C0%7C636799799014653700&sdata=sVmJ%2FbpnnHTFyTzo9MFcyKA2mjW%2B3EgdNOI9nVK%2B7Is%3D&reserved=0) to [Martha Lara](mailto:lara@mail.mlahq.org?subject=MLA%20Events%20Book%20Proposals) with MLA by January 22, 2019. If you are interested and have additional questions, please contact [Kelsey Grabeel](mailto:kgrabeel@utmck.edu?subject=MLA%20Events%20Book%20Proposals), AHIP. At this time, the Books Panel is seeking an author or editor; chapter contributions cannot be considered until an editor has been chosen.

For more information on the MLA publishing process, please visit [Publish a Book with MLA](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.mlanet.org%2Fp%2Fcm%2Fld%2Ffid%3D156&data=02%7C01%7Ckgrabeel%40utmck.edu%7C82c624f791fd451227d708d65e0af4ae%7Caa72ecc9aba94cf5b980b2abebe86276%7C0%7C0%7C636799799014653700&sdata=fu9UDsqhPGzTJRST7cJbam9b5p5oxVTODHy7q1CTDSc%3D&reserved=0).

#### Resources

* American Library Association. Event planning guide [Internet]. The Association [cited 29 Nov 2018]. <[http://www.ala.org/alcts/preservationweek/plan/guide](https://na01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.ala.org%2Falcts%2Fpreservationweek%2Fplan%2Fguide&data=02%7C01%7Ckgrabeel%40utmck.edu%7C82c624f791fd451227d708d65e0af4ae%7Caa72ecc9aba94cf5b980b2abebe86276%7C0%7C0%7C636799799014653700&sdata=%2BZnC3o%2BULekEJJJVIvYB2GdErhB8F9m4QmRLCtOHRkI%3D&reserved=0)>.
* Gillum S, Williams N, Strickland A. From idea to reality: how to successfully plan and promote library events webinar [Internet]. Medical Library Association [cited 29 Nov 2018]. <[http://www.medlib-ed.org/products/1928/from-idea-to-reality-how-to-successfully-plan-and-promote-library-events-webinar-recording](https://na01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.medlib-ed.org%2Fproducts%2F1928%2Ffrom-idea-to-reality-how-to-successfully-plan-and-promote-library-events-webinar-recording&data=02%7C01%7Ckgrabeel%40utmck.edu%7C82c624f791fd451227d708d65e0af4ae%7Caa72ecc9aba94cf5b980b2abebe86276%7C0%7C0%7C636799799014653700&sdata=COmUDyAW8anBZQ3IS8EV%2FW1InfD9%2F886ew4LYlYACao%3D&reserved=0)>.
* Kagan O. How to promote library events. Life in Oleg [Internet]. 21 Jan 2018 [cited 29 Nov 2018]. <[http://lifeinoleg.com/librarianship/how-to-promote-library-events](https://na01.safelinks.protection.outlook.com/?url=http%3A%2F%2Flifeinoleg.com%2Flibrarianship%2Fhow-to-promote-library-events&data=02%7C01%7Ckgrabeel%40utmck.edu%7C82c624f791fd451227d708d65e0af4ae%7Caa72ecc9aba94cf5b980b2abebe86276%7C0%7C0%7C636799799014653700&sdata=uyXgSE6Fne0wNFR1BfzhF2akE1mBAJK455E2xmVZPHQ%3D&reserved=0)>.