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**Marketing and Promotion Questions**

The questions in this document are designed to help you create a great webinar or course and to help MLA create powerful messages to promote your offering.

You want as many people as possible to enjoy and benefit from your knowledge and experience. So do we!

* The clearer you are about your audience and how they can benefit from your offerings, the more effective and engaging it will be.
* The more we know about your offering, the more ways we can present it to interested audiences and the more participants you will have.

To help us to identify and effectively inform audiences about your offering, please answer the questions below. Please type your answers after each “A:” Use “See above” rather than repeat something you already said.

If you have ideas the questions don’t address, please add them at the end.

*When you are finished, please email the staff person who sent you this document.*

*--MLA Education Department*

**1) Audience**

Q: Which type of health information professionals are most likely to attend your offering? (e.g., solo librarians, managers and directors, all health information professionals)?

A:

**2) Reasons to attend**

Q: What practical, immediately applicable information will participants gain from your offering?

A:

Q: How can your offering help participants advance in their career?

A:

Q: How will your offering help attendees stay on top of new developments in the Health Information field?

A:

Q: What problems, obstacles, or lack of knowledge might your intended audience experience that your offering will address?

A:

Q: How will attentive participants be different at the end of your offering than they were at the beginning? What new things will they be able to do? What new insights and guidance will they have?

A:

Q: What might you say to a colleague to persuade them to attend your offering?

A:

Q: What are the two or three key takeaways from your offering that can help participants in their work or career development?

A:

**4) About you**

Q: **Can you please share your social media handles?** We’ll link to them in MLA social media posts so you can pass along our marketing posts for your course or webinar to your colleagues, associations, and such.

A:

Q: How did you get interested in your topic?

A:

Q: What’s most exciting to you about your topic?

A: