

**PRECONFERENCE MARKETING TIMELINE  
AND GENERAL INFORMATION**

<b>Marketing Activity</b>	<b>Date</b>	<b>Marketing Tool</b>	<b>Responsible Party</b>	<b>Notes</b>
First Soft Promotion/RUSA staff driven	August-September	Blog/website headline/listervs/tweets	RUSA Staff	Soft promotion at this time will only contain description and date; preconferences must be approved by RUSA board
First Soft Promotion/Member Driven	June through September: Annual conference and after board approval	Personal channels such as listservs, tweets, facebook page, other associations, newsletters, individuals, etc.	Member Volunteers	Confirmed information not available at this time; Registration for preconferences not open at this time
Second Soft Promotion/RUSA staff driven	October - December	Blog/website headline/listervs/save the date email to all RUSA members/ save the date on homepage of RUSA website/tweets	RUSA Staff	Title, description, and confirmed date and time to begin the second soft promotion should be available at this time, but not registration. Note: Registration does not open until early January for annual conference preconferences taking place in the same year; ALA does not include preconferences in bundled registration; ALA makes preconference registration available starting in January
Second Soft Promotion/Member Driven	October - December	Personal channels such as listservs, tweets, facebook page, other associations, newsletters, individuals, etc.	Member Volunteers	Title, description, and confirmed date and time should be available at this time. Preconference Registration will not be available at this time.
1 <sup>st</sup> Promotion/ E-newsletter	December	<i>RUSA Update</i>	RUSA staff, Section representatives responsible for providing content	

			for <i>RUSA Update</i>	
First Hard Promotion: Promote preconferences monthly	Jan - June	Blog/website; listservs; email messaging to target audiences from ALA member database such as other division members who would have an interest in topic, are geographically close to location of event, etc.; defined target group with interest in topic, such as librarians with the word "archive" in their title for a preconference dealing with preservation, etc.	RUSA staff	All information including Online registration link will be available in January and listed in hard promotions.
2 <sup>nd</sup> Promotion/ E-newsletter	Spring before Annual Conference	<i>RUSA Update</i>	RUSA staff, Section representatives responsible for providing content for <i>RUSA Update</i>	

**Preconferences not held at conference hotels:**

- Any section may hold a preconference at a non-conference hotel.
- Sections may also elect whether or not to charge a fee when the preconference is held off-site.
- There is a precedent for holding preconference-type events off-site: STARS has held preconference events off-site in the past; RSS/MARS is considering or planning a similar event held off-site.

What this means:

- ALA conference services will not provide publicity or listings of any kind in their press, which includes the program guide, email messaging, ALA official press releases, other ALA official communication tools, etc.
- Attendees will not be able to register through ALA for preconferences held at non-conference sites.
- RUSA staff will not be available to help with the preparation, registration or planning for the event.
- RUSA will post a note to the RUSA blog or listserv and list the preconference on the RUSA preconference area of the website if provided with the title, description, date and time and any additional information.

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