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# Library Marketing Made Easy: Live Q&A Session with Kathy Dempsey

## Event Information

**Date**

**Instructor/Presenter(s)** [Kathy Dempsey](#)

**Event Type** Continuing Education - Webinar

**Event Category** Marketing/PR Professional/Personal Development

**CEU Hours** 3

**Location** Online via Zoom

**Target Audience** Open to all LibraryLinkNJ members

**Cost** Free of Charge, Registration is Required



Join us for an exclusive live Q&A session with Kathy Dempsey, author of *The Accidental Library Marketer* and founder of *Libraries Are Essential*. This session is open to library staff who complete the *Library Marketing Made Easy* course, now available on the LibraryLinkNJ LearningSpace.

During the Q&A, the course creator will lead a discussion on practical library marketing strategies, encouraging participants to ask questions, share feedback, and discuss their experiences applying the concepts from the course. This interactive session provides an opportunity to deepen your understanding, gain new insights, and connect with fellow library professionals.

### **About the Course:**

*Library Marketing Made Easy* is perfect for “accidental marketers”—those who need to promote their library but haven't formally studied marketing. Through quick and clear lessons, Kathy Dempsey guides participants through the essential concepts of effective promotion without overwhelming them. The course covers the key phases of a marketing effort, including: setting measurable goals, planning your marketing strategy, and tracking results. Participants will learn to define their target audience, set SMART goals, and evaluate their promotional efforts. This course equips you with practical skills to make your library's marketing more impactful, without requiring a deep dive into complex marketing theories.

- Complete the course **before the January 27th webinar**.
- Participation will be tracked through the user's associated LearningSpace account.
- If you do not have a LearningSpace account, please take a moment to create one before starting the course.

This Q&A session will be moderated by Jon Braun, Online Learning & Digital Content Specialist, who will ensure a smooth and engaging discussion throughout.

### ***About the Presenter:***

Kathy Dempsey wrote the [popular how-to book The Accidental Library Marketer](#) and founded her marketing consultancy, Libraries Are Essential. Her work is dedicated to helping librarians and information professionals promote their value and expertise to gain respect and funding.



Kathy has been the Editor of Marketing Library Services newsletter for 30 years. In 2015, she founded the Library Marketing and Communications Conference and chaired the show's first 3 years. She's a longtime member of the New Jersey Library Association and recently finished serving a 3-year term on the Executive Board of LibraryLinkNJ, a statewide co-op.

This writer, editor, and marketing maven likes to sprinkle her presentations with humor to make marketing concepts more interesting and accessible. She continues to fight the stereotypes that librarians are boring and that "marketing" is a dirty word. Learn more about Kathy at her website, [LibrariesAreEssential.com](http://LibrariesAreEssential.com). ([Read More!](#))

*This session is brought to you by  
LibraryLinkNJ & LibraryLinkNJ Tech Advisory Group (L-TAG)*

## Registration Information

**Limit** 30

- To register, please fill out the form linked below.

**Link to Online Registration** [Register Now](#)

## Contact Us

If you have any questions or need assistance regarding this program, please contact our staff:



### **Jon Braun**

Online Learning & Digital Content  
Specialist

[jon@librarylinknj.org](mailto:jon@librarylinknj.org)

732-752-7720 ext. 108

For any other questions or suggestions regarding LibraryLinkNJ services and programs, please refer to our [support forms and contact information](#).

Email Address

## SUBSCRIBE

### LibraryLinkNJ, The New Jersey Library Cooperative

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**MISSION:** We connect all New Jersey's libraries to each other and to the resources they need to serve their communities.

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