

September 2014



Kitchener Public Library offers a variety of adult programs and partners with local businesses and organizations to present their area of expertise. I would like to offer you the opportunity to consider collaborating with Kitchener Public Library by offering a presentation to our customers.

Please take a moment to learn about some of the advantages available to you by partnering with the library.

There are five community branches. A variety of adult lectures or workshops are offered at these locations on business, health, travel, gardening, environment and other topics. Our goal is to connect library customers with new information and ideas from community sources. As a community partner, you have an opportunity to directly connect with our customers and promote your business/organization or product. Our programs are well attended, and they are a great way to introduce yourself to a receptive audience.

Programs offered should be between 1 to 1 ½ hours in length and are offered on Monday through Thursday nights with a 6:30 or 7:00 pm start time. There is no cost to you to participate. The library is able to provide the following: a meeting room, any equipment you might need (e.g. laptop, data projector), and copies of handouts for customers (excluding business brochures/promotional materials).

Promotion will include a write-up in the library's *In Touch* magazine that describes your program in an engaging way. This program will also be listed in our Online Registration Calendar and will include a link to your website. We also produce an 11 x 17 poster, which is posted at all library locations and sent to Kitchener Community Centres. These posters include a reference to your company/organization and logo. The poster will also be shared with you as a PDF to forward to any contacts you have. In addition, program details are sent to *The Record's* Community Calendar and promoted using the library's social media accounts (Facebook and Twitter).

Adult programs should pique our customers' interest in a topic. They should be introductory in nature, and offer a basic level of understanding. Speakers are required to have expertise in the field their presenting, either through employment or through education.

Presentations must not be a 'hard sell' on a service or product and no sales are allowed at the program. However, your presentation will provide an opportunity to network with new clients and foster a positive impression. You are welcome to bring brochures and/or business cards to hand out. If you would like to provide other take-home materials (notes/key points from the presentation), we will print copies free of charge. However, we must receive your originals three business days in advance of your event.

Due to privacy laws, we will not share contact information collected for program registration purposes. Our customers also have the right to attend any of our programs anonymously. Door prizes, if offered, must be made equally available to all attendees and without the requirement of disclosure of personal information. (numbered tickets are the method typically used for draws) The collecting of customer contact information is at the discretion of the attendee to share.

We currently print and distribute **8,000 copies** of our *In Touch* magazine. Half of these copies are distributed in the library and the remainder are included with a *Saturday Record* to selected neighbourhoods. This publication is very attractive full-colour glossy magazine. Please take a moment to view our current *In Touch* online to get a feel for the variety and quantity of programs offered. It is an excellent marketing tool for the library. <http://kpl.org/programs/intouch.html>

As you can see, *In Touch* includes the title of a program, speaker's name(s) and credentials, business reference and company logo (when provided) and a brief write-up. We can assist you in writing your program description. Simply send us a draft and we'll take it from there. Our professional writers will edit your description into a brief, engaging piece.

All programming offered at Kitchener Public Library must be listed in our *In Touch* magazine. Full details of all programs are required prior to the publishing deadlines listed below. The deadlines are firm in order to adhere to our printing deadlines. Full details include speaker biography, company/organization logo (if available), program topic and program description. Of course, we welcome exploratory discussion of future programs at any time.

**In Touch issue**

**Deadline for program details**

September/October/November  
December/January/February  
March/April/May  
June/July/August

third Monday in June  
third Monday in September  
third Monday in December  
third Monday in March

Thank you for considering collaborating with Kitchener Public Library. Our winning formula benefits Kitchener Public Library, customers and community partners. Continued strong attendance speaks to the quality the programs offered by our community partners, and the numerous offers we receive for repeat programs demonstrates the value partners place on our promotion. I look forward to receiving your speaker presentation form.

Sheila Bauman  
Events Planner  
Marketing & Communications Department  
[sheila.bauman@kpl.org](mailto:sheila.bauman@kpl.org)  
519-743-0271 ext 254

**SPEAKER DETAILS FOR PROPOSED PRESENTATION**



Program Name: \_\_\_\_\_

Contact Person(s): \_\_\_\_\_

Business Information/Credentials: \_\_\_\_\_

Phone Number: work: \_\_\_\_\_ home: \_\_\_\_\_

cell: \_\_\_\_\_ email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Details please provide a brief outline of the presentation: (e.g. informal lecture with Q&A throughout; formal lecture with structured Q&A at the end; hands on; interactive; participatory etc)

Other details (list previous speaking engagements):

Please provide a brief description of your event for publicity (50-80 words):

Attendance preference: minimum:  maximum:

(The library has minimum and maximum numbers based on room size, and availability to the public, but requests outside these parameters are considered on a case-by-case basis). Please explain request:

I am representing a:  Business  Education/Non-Profit

I will be bringing:

Laptop  Data Projector  Handouts  DVD  PowerPoint on USB drive

I will require:

Laptop Computer  Data Projector  Internet  
 Slide Projector  Easel  Flip Chart/whiteboard  
 Handouts (assistance with photocopying is available if provided **1 week** in advance)

Return this completed form via mail or email attachment to:

**Sheila Bauman**  
 Events Planner  
 Marketing & Communications  
 Kitchener Public Library  
 85 Queen St. N  
 Kitchener ON N2H 2H1  
[sheila.bauman@kpl.org](mailto:sheila.bauman@kpl.org)

Thank you for expressing interest in offering a program at the Kitchener Public Library.  
 We welcome your proposal, and will retain on file for future reference when planning programs.  
*Due to the number of proposals we receive, we only contact those that meet our current programming needs.*

**Event Planner:**  
 Received Date: \_\_\_\_ / \_\_\_\_ / 2014