

CAC Speaking Topics Catalog

Do you need a speaker for your next event, training or webinar?

I've got you covered. I have a passion for helping public libraries grow and thrive, and extensive experience delivering high-impact speeches, presentations and training sessions.

I'm also an established library expert and author of *Library Marketing and Communications: Strategies to Increase Relevance and Results*, from ALA Editions; and *Positioning Your Library for the 21st Century: Strategies for Engagement, Relevance, and Sustainability* from Elsevier.

Here are a few examples of events that I can help with:

- Conferences
- Members' Meetings
- Staff In Service Days
- In-Person or Online Trainings

Pricing

Pricing varies depending on the format (virtual or in-person), length, and audience size. We can work with your budget! For pricing, contact us using the info below or use our Request a Speaker Form.

bit.ly/CACRequestSpeaker

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Marketing Strategy & Planning

Level Up Your Marketing & Communications
Intermediate, All Library Sizes
Many libraries find themselves stuck in a cycle of promoting events and reacting to immediate needs. This session helps participants move toward a more strategic approach by aligning communications with organizational goals, prioritizing efforts, and developing marketing strategies that support awareness, engagement, and long-term success.

Back to Basics: Crafting a Library Marketing Plan
Foundational, All Library Sizes
A marketing plan doesn't have to be complicated to be effective. Participants learn a practical framework for defining audiences, establishing goals, creating key messages, and identifying tactics that support measurable outcomes. The concepts can be applied at the organizational, departmental, or project level.

Content & Digital Communications

From Chaos to Clarity: Simplifying Library Content Planning
Intermediate, All Library Sizes
Library communicators often juggle programs, services, events, outreach, social media, and multiple deadlines. This session introduces a practical content planning system that helps participants organize communications, reduce stress, improve consistency, and connect daily activities to larger organizational goals.

Social Media Strategies for Libraries
Foundational, All Library Sizes
Social media is most effective when it creates conversations, not just announcements. Participants explore strategies for audience engagement, active listening, content development, analytics, governance, and building relationships through social platforms.

***New:* Beyond the Newsletter: Next Level Email Marketing That Works**
Intermediate, All Library Sizes
In libraries, email marketing often consists of a newsletter that people opt into. But email marketing is much more than that — it is also a public service, educating your customers about the services they want and need. This session will make a case for email marketing as a tool for customer engagement, and for keeping customers informed about programs, services, fundraising, and advocacy. The session also covers how to create meaningful content and measure engagement when open rates no longer tell the whole story.

AI and Digital Technologies

***New:* Three Unexpected Ways AI Is Changing Library Marketing & Communications**
Intermediate, All Library Sizes
Most conversations about AI in libraries focus on chatbots and content generation. This session looks at three less obvious shifts: how AI-mediated search is changing whether people find your library at all, how AI tools are reshaping crisis communications and rumor response, and how content customization can help libraries reach different audiences with the same core message. Participants leave with a clearer sense of where to pay attention next.

***New:* AI Ethics for Libraries: Four Lenses on a Moving Target**
Advanced, All Library Sizes
AI raises questions that go well beyond privacy policies. This session explores AI through four lenses — environmental impact and data centers, data privacy, moral and equity considerations, and the personal and professional tensions staff may feel — and helps participants think through tradeoffs rather than arrive at a single right answer. Designed for library leaders and communicators who want to engage their communities and colleagues in thoughtful conversation.

***New:* Using Google's Newest Tools to Make Your Website More Discoverable**
Intermediate, All Library Sizes
Search behavior is shifting, and the tools for understanding it are changing just as fast. Drawing on a real reoptimization project, this session walks through how Google Analytics, Search Console, and AI-assisted tools can reveal what's working, what's invisible, and what to fix first. Practical, plain-language, and grounded in what a library website actually needs to accomplish.

Library Leadership

Strategic Planning Workshop
Advanced, All Library Sizes
Strategic planning is most successful when it reflects community needs, staff perspectives, and organizational priorities. This workshop provides practical guidance for developing an inclusive planning process that leads to meaningful action and measurable results.

Marketing Workshop for Library Leaders
Advanced, All Library Sizes
Strong marketing requires organizational support. Designed for directors, managers, and supervisors, this interactive workshop explores how leaders can create a culture that values marketing, communications, customer experience, and community engagement.

Media Training for Library Leaders
Advanced, All Library Sizes
Whether responding to a reporter, speaking at a public meeting, or handling a controversial issue, confidence matters. This session provides practical techniques for interviews, message development, difficult questions, and public speaking under pressure.

We also offer On-Demand Training!
CAC Academy offers on-demand library training designed specifically for library staff.

bit.ly/CACOnDemand



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Branding

Beyond the Logo: Branding for Libraries
Intermediate, All Library Sizes
A brand is more than a visual identity—it is the sum of every interaction, experience, and perception people have about an organization. This session explores how libraries can strengthen their brand by defining their story, clarifying their promise, and creating more consistent experiences for customers and stakeholders.

Library Marketing & Branding Essentials
Foundational, All Library Sizes
Perfect for staff who are new to marketing or branding responsibilities, this session provides a practical introduction to core concepts, common misconceptions, and simple strategies that every employee can use to support the library's reputation and visibility.

Building a Consistent Brand Experience
Intermediate, All Library Sizes
Customers experience a library through many touchpoints, including websites, signage, customer service, programs, and communications. Learn how to create consistency across these interactions to strengthen trust, recognition, and community connection.

Public Relations & Crisis Communications

Building Media Relationships
Intermediate, All Library Sizes
Media coverage is built on relationships, trust, and credibility. Participants learn how to identify newsworthy stories, work effectively with journalists, prepare spokespersons, and position the library as a valuable community resource.

Crisis Communications Basics
Foundational, All Library Sizes
This session covers the fundamentals: what counts as a crisis, who needs to hear from you and when, how to write a holding statement under pressure, and how to keep your team and public informed without escalating things. For staff who may be called on to respond but haven't had formal training.

Building a Crisis Communications Plan
Intermediate, All Library Sizes
This workshop walks participants through building a Crisis Communications Plan before they need it — identifying likely scenarios, defining roles and decision authority, developing pre-approved message templates, preparing spokespersons, and outlining recovery so trust can be rebuilt. Participants leave with a framework they can adapt to their own organization.

Looking for Community?
We have a Facebook group for library marketers and those seeking to learn more about library marketing.

facebook.com/groups/librarymarketingcac



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Customer Engagement

Moving from Promotion to Engagement
Intermediate, All Library Sizes
True engagement goes beyond sharing information. This session explores how libraries can build meaningful relationships through active listening, community feedback, strategic communications, and intentional customer experiences.

Welcoming New Library Customers
Foundational, All Library Sizes
The first interaction often determines whether someone becomes a lifelong library user. This session explores practical strategies for onboarding new customers, introducing services, reducing barriers, and increasing long-term engagement.

The Library Marketing Funnel
Intermediate, All Library Sizes
Every customer journey includes multiple stages, from awareness and interest to participation and loyalty. Participants learn how to map and improve customer experiences while identifying opportunities to strengthen engagement at every stage.

Community Engagement

Marketing Library Services for Schoolchildren
Intermediate, All Library Sizes
Explore strategies for connecting students and families with library resources that support literacy, learning, internet access, and academic success. Includes practical examples and partnership opportunities with schools and community organizations.

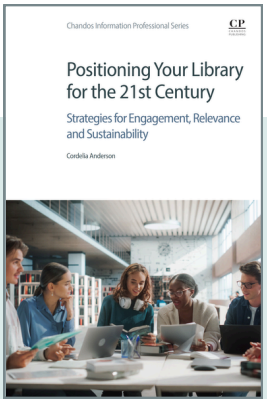
Optimizing Your Library for Community Engagement
Intermediate, All Library Sizes
Libraries connect with their communities through countless touchpoints. Participants learn how to evaluate those interactions, identify opportunities for deeper engagement, strengthen partnerships, and align outreach efforts with strategic priorities.

Community Partnerships That Work
Intermediate, All Library Sizes
Not every organization that wants to work with the library is a partner — some are vendors, some are audiences, and some are a good fit only on paper. This session unpacks what makes a real partnership, which organizations tend to be the strongest matches, and what separates collaborations that last from ones that quietly fade. Participants learn how to build partnerships that expand reach and raise the profile of both organizations.

Looking for Additional Reading?
I've written two books on library marketing, visibility, and sustainability.

cordeliaandersonconsulting.com/my-books





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Programs, Services & Collections

Program Planning with a Marketing Mindset
Intermediate, All Library Sizes
Successful programs begin long before promotional materials are created. Learn how to use audience research, customer insights, and strategic planning to design programs that better meet community needs and generate stronger outcomes.

Best Practices for Marketing Programs
Foundational, All Library Sizes
Discover practical strategies for increasing program visibility, encouraging word-of-mouth promotion, extending the life of program content, and maximizing return on investment.

More Than Programs: Marketing Collections, Spaces, and Services
Intermediate, All Library Sizes
Programs often receive the majority of marketing attention, while collections, spaces, technology, and services remain under-promoted. This session helps participants broaden their communications strategy to better reflect the full value of the library.

Storytelling, Impact & Advocacy

Communicating Your Library's Value & Impact
Intermediate, All Library Sizes
Libraries change lives every day, but many struggle to communicate that impact effectively. This session explores how to move beyond statistics and outputs to tell compelling stories about outcomes, community benefit, and organizational value.

Gathering and Telling Stories of Impact
Foundational, All Library Sizes
Stories are among the most powerful advocacy tools available to libraries. Participants learn how to identify meaningful stories, conduct effective interviews, collect testimonials, and integrate stories into reports, presentations, social media, fundraising, and media outreach.

Why Marketing Matters
Foundational, All Library Sizes
This keynote explores the critical role marketing plays in helping libraries remain visible, relevant, and responsive in a rapidly changing environment. Participants leave with a renewed understanding of how strategic communications support organizational sustainability, advocacy, and community impact.

Don't see exactly what you're looking for?
Topics can be customized, combined, or adapted to meet the needs of your audience. Just ask!

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