



# Partnership: The Wave of the Present!!

Vendors (CRIV), this program features a panel composed of these law librarians, who will describe their goals, how they hope to facilitate communication, and how librarians can maximize their influence with publishers.

## **“Perfect Partners: Teaming up with the Marketing Department for Effective Client Proposals.”**

Partnerships within library institutions are another source of expanding services. It is important for librarians to reach beyond the walls of their library areas to work with other departments. This program, an entertaining “passion play in three scenes,” provides guidance on how to work with the marketing department through the gathering of information on the prospective client,

concluding with tools to customize the proposal. This is not only a description of a librarian’s client development efforts but also a primer on promoting the library through the marketing department.

## **Wednesday, July 18**

### **“Two to Tango: The Following Part of Leading in Library Partnerships.”**

This program looks at the roles librarians play in interacting and developing partnerships with other departments within the organization. Although librarians are usually urged to get out in front of the parade, lead the way, and be innovative and proactive, there is also a role for the follower, who can be crucial in the success of a project. The question of what a

dynamic follower is, when it is most appropriate to lead and when to follow—and how to know when to do either—will be addressed by ballroom dance professionals, who will demonstrate correct and incorrect leading and following.

These six programs are of interest to everyone attending the Annual Meeting in Minneapolis. Schedule time to develop your partnership skills and hone your outreach talents.

**Constance P. Dickson** (*cdickson@gdclaw.com*), *Library and Records Manager at Gibson Dunn & Crutcher LLP, in Washington, D.C., is a member of the 2001 Annual Meeting Program Committee.*