



DAY 3 April 29, 2011 Friday

7:30 Registration

8:00-9:45

**Library 911 and Saving Libraries
One Step at a Time**

9:45-10am HEALTH BREAK

10:00-11:45am

**Web-based & Multilevel Marketing &
Networking of Libraries &
Information Services**

12:30 LUNCH

1pm CLOSING CEREMONIES

CERTIFICATE DISTRIBUTION

Mrs. Sonia M. Gementiza (DLSU-Dasma)

2011 Conference Chair/PAARL Vice President

Closing Remarks

Mrs. Maria Theresa Villanueva

(ADMU-Q.C.)

Mr. Sonny Boy Manalo

(TIP-Cubao)

Ms. Carolyn De Jesus

(Letran-Manila)

Masters of Ceremonies

CONFERENCE OBJECTIVES

- To draw a marketing landscape for libraries and information centers in bringing out a service differentiation, library hospitality plus successful repeat service, that sends not only online but a worldwide impact satisfying patrons with huge resources in and outside of the library;
- To promote library services and products in a business-like manner that seduces clients to go back again and again and become their solid patrons not only to fill up their chairs and spaces but also to interact and be involved responsibly with personal causes; and,
- To become "community solution centers where people are learning new skills, meeting their neighbors and getting practical help with some of life's essentials" and be international centers for information, cultural and multilingual services to widen their market in order for each to travel around and take library services nationwide and around the world.

CONFERENCE FEES Live-in participants, Php 5,000.00; Accompanying persons of live-in, Php 4,000.00; Live-out participants, Php 4,500.00 .

**PHILIPPINE ASSOCIATION OF ACADEMIC
AND RESEARCH LIBRARIANS, INC.**

**Rm. 301, National Library of the Philippines
T.M. Kalaw Street, Ermita
100 MANILA
PHILIPPINES
844-7832 LOCAL 3060
0915-6059863
E-mail: sonixg@gmail.com**

**PHILIPPINE ASSOCIATION OF
ACADEMIC AND RESEARCH
LIBRARIANS, INC.**

**Library Tourism &
Hospitality: The
Business of Endearing
Philippine Libraries
and Information
Services to Publics**

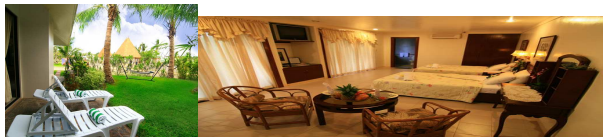
**Fully Engaged,
Member-driven Association**



**Lake Houses 1 & 2
San Antonio Resort,
Baybay Beach, Roxas City,
Capiz 5800, Philippines.**

<http://www.thesanantonioresort.com/>

April 27-29, 2011



PROGRAMME



DAY 1 April 27, 2011 Wednesday

7:30 Registration

9:00 Opening Ceremonies

Invocation

National Anthem

Mr. Roderick B. Ramos

2011 PAARL President

Opening Remarks

Hon. Angel Allan B. Celino

The Mayor of Roxas

Keynote Address

Mrs. Sonia M. Gementiza

2011 Conference Chair/PAARL Vice President

Mechanics of the Workshop

9:45- 10:00am

HEALTH BREAK

10:00-11:45am

***Impact & Challenges of
Library Tourism & Hospitality
in Philippine Libraries***

11:45 am Open Forum

12:00noon LUNCH

1:00-2:45pm

***Utilization of CRM for
Excellent Library Customer Service***

2:45-3:00pm HEALTH BREAK

3:00-4:45

***Enriching Library Experiences
Through Marketing Brands***

4:45-5:00pm Open Forum

DAY 2 April 28, 2011 Thursday

7:30 Registration

8:00-9:45

***Do Not Disturb: How Not To Project
Aggressive Unfriendly Library Rules***

9:45-10am

HEALTH BREAK

10:00-11:45am

***Library Entertainment &
Workshops: Creative Activities for
Infotertainment***

12:00noon

LUNCH

1:00-2:45pm

***Managing Library Events &
Promo with Sense and Style***

:45-3:00pm

HEALTH BREAK

3:00-4:45

Archives Tourism & Hospitality

4:45-5:00pm

Open Forum

7:00pm

Fellowship Night By The Pool

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