

COLLABORATIVE MARKETING DISCUSSION

Michigan Virtual
Reference
Service
Collaborative
“Annual
Meeting”
April 13, 2012

QUESTION 1

What are your techniques/strategies that you use in face to face reference that you adapt to virtual reference?

QUESTION 2

What visual marketing tools should the collaborative create?

QUESTION 3

What else?

UPCOMING IDEAS

- Ask a Librarian Day or Month
- 10th Anniversary Celebration