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2016-2017**

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14 January 2017

Greetings!

The University of the Philippines Library Science Alumni Association (UPLSAA, Inc.), in cooperation with the UP School of Library and Information Studies (UP SLIS), will hold the 6th Advancing Libraries, Archives and Museums (ALAM) Seminar-Workshop entitled **“Advocacies, Promotions and Partnerships : Empowering Libraries, Archives and Museums in Yielding Societal Impacts”** on 19-21 April 2017 at The Greenleaf Hotel, General Santos City.

ALAM 2017 aims to focus on empowering libraries, archives and museums (LAMs) through advocacies, promotions and partnerships that intend to result in societal impacts. This year's seminar-workshop introduces the many know-how's of which information professionals being the advocates of knowledge, will be able to develop or enhance advocacies, create partnerships and networks and learn to have a better promotion for LAMs.

To achieve this goal, the following topics will be presented:

- Getting Started as an Advocate : Tools for LAMs Engagement
- Developing an Institution's Advocacy Strategy : the Know-How's
- Message, Marketing, & Media
- Libraries, Advocacy, and Change: Listening to the Collective Work of the DLSU Human Library
- Community Outreach and Social Responsibility : Tapping the Information Potential of the Mindanao Region Public Libraries
- Real World Advocacy = Disaster Preparedness and Recovery of Archives, Records and Library Materials
- Nurturing an Intelligent Society : LAMs and UNESCO's Five (5) Laws of Media and Information Literacy and
- What's Next : The United Nations 2030 Agenda

Seminar fee is P6,500.00 for live-in participants (inclusive of accommodation April 19, 2PM to April 21, 12NN; registration fee; meals – AM & PM snacks, breakfast, lunch and dinner, shirt and seminar kit). Live-out participants shall be charged P6,000.00 (inclusive of registration, meals – AM & PM snacks and lunch; shirt and seminar kit). For those who will register and pay in full before 24 February 2017 will have an early-bird rate of P6,000.00 for live-in participants and P5,500.00 for live-out participants

You may send your reservations on or before 15 April 2017 through:

- **EMAIL** : alam2017gensan@gmail.com
- **ONLINE** : Register by clicking : <http://uplsaa.org.ph/alam/register/public/>

Payments should be deposited to PNB Account No. 393635900016 (Acct. Name: University of the Philippines Library Science Alumni Association – Branch: UP Diliman Campus).

Should you wish to have an invitation personally addressed to you or if you have inquiries, kindly contact Jessie Rose Bagunu at +63917-3056520.

We look forward to seeing you in this seminar-workshop. Thank you.

Sincerely yours,

Jessie Rose M. Bagunu
Chair, ALAM 2017

Noted by:

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