



Rationale

This year's theme intends to focus on empowering libraries, archives, and museums (LAMs) through advocacies, promotions, and partnerships that aim to result in societal impacts.

Objectives

- To initiate communication platforms and an advocacy framework that can be used by libraries, archives, and museums
- To help develop networks for advocates at the local, regional, and national levels
- To cultivate information professionals in order to sustain and enhance their advocacy efforts
- The seminar-conference will also deal with, but not limited to, the following topics:
 - ❖ Promoting services to users, potential clients, and stakeholders
 - ❖ Advocacy in public libraries
 - ❖ Advocating on behalf of the profession

Program

DAY 1: 19 April 2017, Wednesday	
TIME	PROGRAMME
MORNING SESSION	
9:00 AM	Registration
10:30 AM	Opening Remarks / House Rules
11:00 AM – 12:00 NN	<ul style="list-style-type: none">• Getting Started as an Advocate: Tools for LAMs Engagement <i>The topic will open the seminar-conference by defining advocacy and putting it into the perspective of libraries, archives, and museums. It will also delve on raising awareness about important advocacy issues in which information professionals can play a leading role.</i>
12:00NN	Lunch Break / Check - in
AFTERNOON SESSION	
3:00 PM - 5:00 PM	<ul style="list-style-type: none">• Developing an Institution's Advocacy Strategy : the Know How's <i>The topic will guide the participants to develop an effective advocacy strategy in support of their chosen cause for their</i>



	<i>institution.</i>
DAY 2: 20 April 2017, Thursday	
TIME	PROGRAMME
MORNING SESSION	
8:30 AM – 9:30 AM	<ul style="list-style-type: none"> • Message, Marketing, & Media <i>This workshop walks participants through:</i> <ul style="list-style-type: none"> • <i>How to develop a campaign message using right information, values and emotional branding.</i> • <i>Integrating that message into campaign outreach.</i> • <i>Public presentations.</i> • <i>Using the media to advance the message.</i>
9:30 AM – 10:15 AM	Workshop
10:15 AM – 10:30 AM	(Working) Snacks
10:30 AM – 12:00 NN	<ul style="list-style-type: none"> • Libraries, Advocacy, and Change: Listening to the Collective Work of the DLSU Human Library <i>This is a new introduced concept and the first ever human library in the Philippines. As part of the Libraries' aim to cultivate an image of sensible and sensitive community of Lasallians towards social issues, this activity is an alternative way of learning that promotes dialogue, reduce prejudice and encourage understanding of people from different walks of life.</i>
12:00 NN - 1:00 PM	Lunch Break
1:00 PM - 2:30 PM	<ul style="list-style-type: none"> • Community Outreach and Social Responsibility: Tapping the Information Potential of the Mindanao Region Public Libraries
2:30 PM - 3:30 PM	<p>Real World Advocacy = Disaster Preparedness and Recovery of Archives, Records and Library Materials</p> <ul style="list-style-type: none"> ❖ <i>For Libraries and Archives</i>
3:30 PM - 5:00 PM	<ul style="list-style-type: none"> ❖ <i>For Museums</i>
6:00 PM	Fellowship



DAY 3: 21 April 2017, Friday	
TIME	PROGRAMME
MORNING SESSION	
10:00 AM - 11:00 AM	<ul style="list-style-type: none">• Nurturing an Intelligent Society: LAMs and the UNESCO Five Laws of Media and Information Literacy
8:30 AM – 10:00 AM	<ul style="list-style-type: none">• What's Next?: The United Nations 2030 Agenda <i>An introduction and a comprehensive discussion of the recent international developments, guidelines and its implementation for LAMs</i>
11:30 AM	Distribution of Certificates Closing