Massachusetts Library System
Word of Mouth Marketing Wrap-Up Session

September 12, 1:30pm-4:30pm, Northborough Free Library
September 13, 1:30pm-4:30pm, MLS- Westhampton Public Library

Regroup with your fellow WOMM Project participants. We will share our experiences, progress, outcomes, and lessons learned. We will strategize how to keep the WOMM momentum going, and plan next steps for creating the WOMM toolkit, the second phase of the project.

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>1:30 - 1:40</td>
<td>Welcome, plan for the day</td>
<td>Anna Popp &amp; Peg Barber, Steve Spohn</td>
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| 1:40 - 3:00 | Summary presentation of project participants
  - Review project description, collateral, and outcomes of participants in attendance
  - Use materials provided in Final Survey                                                  | Anna Popp & Peg Barber               |
| 3:00 – 3:15 | BREAK & CAKE                                                                                     |                                      |
| 3:15 - 4:15 | Discussion
  - Where did you get people (staff and others) talking? What did you hear?
  - What did you need to learn or change to make your project happen?
  - What are your plans to keep this going?
  - Set a 6 month goal, and seal it in an envelope and self address it.                  | All                                   |
| 4:00 - 4:20 | Next steps
  - Participants will help flush out toolkit
  - Other/further collateral or supporting material needed – phone scripts, email message copy, etc.
  - Revise original project plan for sharing
  - Include reflection                                                                  | Anna Popp                            |
| 4:20 - 4:30 | Evaluation
  - +/-/Delta                                                                            | Anna Popp                            |
Yearbook survey:
SuveyMonkey survey to request information regarding participant’s experience.

*Introductory copy:*

Information collected will be used for the Wrap Up presentation and may be included in a commemorative yearbook. Many of the questions pertain to information in the plans submitted in April. Peg and Anna requested some changes at that time, and for some of you, as you got into your project, things changed. Review your original plan [AP:download from google group and put into specific google drive to be listed here for ease of reference] and make changes as necessary.

Q. Identify participant (individual & library)
Q. Provide a brief description of your project
Q. List your project communication goals
Q. List your project objectives
Q. Provide your project positioning statement
Q. Key message
Q. Key audiences
Q. Communication strategies
Q. Evaluation (metric by which success of the project is determined)
Q. Project Update
Q. Barriers, setbacks, adjustments, lessons learned
Q. How will you keep this going? Future plans?

Please provide at least one piece of collateral that was created through your project. This might be a flyer, a meme, photos of an event*. Your collateral may even be a telephone script, staff guidance materials, or an email template – if this is the case, please provide the document on your organization letterhead (because it’s more aesthetically engaging and this will be used for presentation).

*Note that material provided may be included in presentations or publications associated with this project. By providing materials, you give MLS permission to use these materials for purposes related to the WOMM Project. Please email Anna if you have questions or concerns.

[If survey cannot accommodate uploading materials, provide a link to a dedicated Google Drive and include link in survey. AND set up autoresponder for completing survey and include link there, too)