DOSSIER: WORD OF MOUTH MARKETING PROGRAM

SUBJECT: 「Library」
「Address」
「Address_2」, MA 「Zip」

TEAM POINT PERSON: 「Point」

OTHER TEAM MEMBERS: 「Teammates」

PROJECT LEAD: Anna Popp - consultant, trainer, handler

WOMM CONSULTANT: Peg Barber - contractor, freelancer, mercenary

SITUATION REPORT:
25 library teams have been chosen to conduct a work of mouth marketing campaign, infiltrating their communities with the contagion of information.

Review the enclosed instruction manual/guidance document: “Building a Buzz: Libraries & Word-of-Mouth Marketing” by Peggy Barber & Linda Wallace. This will prepare you for the work of our initial meeting, codename: Kick Off Training.

Present your High Command (Director) with the enclosed authorization document. High Command must be fully briefed and commit to the successful execution of your team mission. Return document with authorized signature to the Project Lead.

Gather your team and attend one of the two Kick Off Training sessions.
April 5, 2017 :: 1-4 PM :: Medway Public Library, 26 High St. Medway
April 6, 2017 :: 2-5 PM :: MLS Northampton, 241-243 King St. Northampton

Communicate with lead, consultant and other teams: mls-womm@googlegroups.com

Share work with WOMM teams:
https://drive.google.com/drive/folders/0B44ZiedqTc5NDB6QT8xzdwcHM?usp=sharing

Best,
Anna Popp
Consultant
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