

INFOLINK, The Eastern New Jersey Regional Library Cooperative presents

**BUILDING ON THE SUCCESS OF SNAPSHOT DAY... YOU'RE INVITED TO
The John Cotton Dana Award Winning Program:**

USING PHOTOS TO TELL COMPELLING STORIES

Presented by Nancy Dowd

Part I
**Telling Your
Library's Story**

Tuesday, April 20

Part II
**Creating A Digital Story
with Still Photographs**

Tuesday, May 4

**Note: a laptop will be
required for this session**

Part III
**Cheer and Share:
Sharing Our Stories**

Thursday, May 27

1:00 pm – 4:30 pm (Lunch at 12:30 pm)

3.5 CEU Hours will be awarded for each session.

@ Clark Public Library

303 Westfield Ave., Clark, NJ 07066, Phone: 732-388-5999

Directions: <http://www.youseemore.com/ClarkPL/about.asp?p=1>

Cost: No Charge (Registration still required!)

See the program descriptions on the back of this flyer!



[Photos as courtesy of the Cranbury Public Library]

To register,
call the office at **732-752-7720/866-505-5465,**
or, go to: http://www.infolink.org/services/education_and_training



INFOLINK Regional Library Cooperative and its services are funded by the New Jersey State Library, which is responsible for the coordination, promotion, and funding of the New Jersey Library Network.

Part I: Tues, April 20, 1:00-4:30 (Lunch at 12:30 pm)

The Art of Telling a Compelling Strategic Story to gain support for your library

NOTE: *If you've already attended one of Nancy's "Art of Telling Compelling Stories" you are not required to attend this session. Please call our office at 732-752-7720.*

The single most important skill for librarians is the ability to share your library's story in a compelling way so people want to help you succeed. This workshop will help you significantly improve your ability to "tell your story" and win support from voters, government officials or investors. This is a hands-on workshop.

What You Will Get:

- How best to Tell Your Story using the "Three-Act" Storytelling Method
- Hands-on personalized practice in a safe, interactive peer group
- Tips, Tricks, and Techniques
- A memorable experience plus great materials

Who should attend?

This skill will help almost everyone in your library. Stories can be informally shared in a few minutes during conversations and formally at meetings and during presentations.

We will provide you with a complete manual including materials you can share with staff members who don't attend.

Part II: Tues, May 4, 1:00-4:30 (Lunch at 12:30 pm)

Creating a digital story with still photographs

Note: a laptop will be required for this session

A PERFECT VENUE ON WHAT TO DO WITH PICTURES FROM SNAPSHOT DAY. USE THEM TO REALLY MAKE A DIFFERENCE TO YOUR FUNDERS

Once you have completed the "How to Tell a Compelling Strategic Story" workshop you are ready to take the next step and create a digital story. There are two types of digital stories; one uses photographs and the other uses video.

This half-day workshop will teach you how make a digital story using PHOTOGRAPHS using the **free software, PhotoStory3**. (*Note: a laptop will be required for this session*)

It is the easiest way to create a digital story. If you have created a PowerPoint presentation then you will be able to succeed in this workshop.

In this workshop participants will take a specific story about their library create a storyboard, select photos and record the voiceover that will be used to make a digital story.

You will need to bring:

- Your story of how your library is transforming lives (on your laptop)
- 10 Photographs either scanned or digital
- Copyright free music or you can use generic music provided by software

You will learn:

- Basic elements of a digital story
 - Create storyboard
 - Record voiceover
 - Select music
 - Save or upload to the Internet
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Part III: Thursday, May 27, 1:00-4:30 (Lunch at 12:30 pm)

Cheer and Share. Sharing stories and next steps

In this session, we'll come together, put final touches on our photo stories, show off our accomplishments, share ideas and discuss next steps.