

Conference on library marketing

2017/09/29



A conference entitled *Library marketing, or scenes of library publicity* was held in Szeged on September 28, 2017. Péter Tóth, staff member of National Széchényi Library also held a presentation at the conference.



[1]On September 28, 2017 a regional conference entitled *Library marketing, or scenes of library publicity* was held in Szeged-based Károly Somogyi Municipal and County Library. Péter Tóth, staff member of the Department of Web Content Coordination, National Széchényi Library was also invited to deliver a presentation at the conference. Our colleague reported on NSZL's web presence, its participation in social media, and on various related tasks and constant challenges.

Conference on library marketing

Published on Országos Széchényi Könyvtár (<http://193.6.201.226>)

[Slideshow](#) [2] (in Hungarian)

The conference focused on three main areas: marketing tools related to public institutions and the PR activities of libraries; relationship of libraries and social media; and the outward appearance and publicity of libraries illustrated by real-life examples.

Videos of the presentations can be downloaded from the [Facebook page of the Library](#) [3].
2017/09/29 - 10:50

Source URL: <http://193.6.201.226/en/news/conference-library-marketing>

Links:

[1] <http://193.6.201.226/sites/default/files/Szeged-somogyi-konyvtar.jpg>

[2] <https://www.slideshare.net/darvastoth/az-oszk-a-weben-tth-pter-orszgos-szchnyi-knyvtr>

[3] <https://www.facebook.com/somogyikonyvtar/?fref=ts>

[4] <http://193.6.201.226/en/category/foszotar-es-pozicionalo/hirek>