

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.

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[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].
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Links:

[1] <https://www.oszk.hu/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] <https://www.oszk.hu/en/category/foszotar-es-pozicionalo/hirek>