



Marketing to Latinos: An Action Plan

Workshop Agenda

Summer 2007

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Instructor

An Infopeople Workshop

- ◆ **Why Market to Latinos**
- ◆ **Launching a Latino Action Plan**
- ◆ **Tools to Develop a Basic Market Analysis**
- ◆ **Assessing Your Latino Community Needs**
- ◆ **Positioning Your Library**
- ◆ **Promoting Library Services to Latinos**

Summary and Evaluation