

NOVEMBER  
2019



southwest florida

SWFLN  
library  
network

FEATURED WEBINARS AND WORKSHOPS

### SWFLN ANNUAL MEETING 2019

Date: November 14, 2019

3:00 PM - 5:00 PM EASTERN

Location: Airport Hilton Garden Inn  
16410 Corporate Commerce Way  
Fort Myers, FL 33913

Come join us as we celebrate another successful year,  
and also celebrate a wonderful year ahead,  
as your Southwest Florida Library Network!

Visit with your colleagues!

Meet new members!

Enjoy refreshments and beverages!

As always, individuals considering Institutional or Personal Affiliate membership  
to SWFLN are welcome and encouraged to participate!



Also, we are excited to introduce this year's keynote speaker, Diversity and Inclusion Expert, Mary L. Martínéz, President of InclusionFocus, LLC; she will talk about libraries creating learning and sharing environments for ALL who enter our physical or digital doors.

Mary will take you on an interactive journey through the world of unconscious biases that discusses what libraries can do to expand the worldview of staff, patrons, and communities. We will celebrate SWFLN's positive energy . . . which will continue to move your library cooperative in a constructive and helpful direction.

## Essential Digital Marketing

Date: November 05, 2019

9:00 AM - 12:00 PM EASTERN

Location: SWFLN Office  
13120 Westlinks Terrace, Unit 3  
Fort Myers, FL 33913



Marketing through online channels has never been more essential than it is today. However, in the ever-changing digital world, it can be hard to figure out where to start, where to evolve existing marketing, and how to effectively connect with users.

During this interactive session, we will delve into the best tools for creating online marketing; effective marketing mediums like social media, email, and improving your website; and best practices for making each contact more effective.

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## Getting Started with Makerspaces

Date: November 06, 2019

10:00 AM - 11:00 AM EASTERN

Location: Online

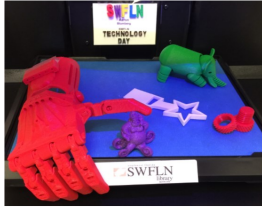


You've probably heard the buzz about makerspaces, fablabs, and hackerspaces - but aren't really sure where to go from there. This webinar focuses on quick wins to get a fully-functioning makerspace up and running. From space planning, to strategic roll out, to thought provoking activities, we will cover everything you need to get started with makerspaces.

If you already have a makerspace but want to see some of the new things to include or do in your makerspace, this webinar will highlight the latest and greatest technology for your space.



## 3D Printer



## Corner



Diversity Discovery Institute

### WISH UPON A SHELL

Do you, or a co-worker, have an idea for future training, or want to learn about a specific subject? [Click here](#) and submit your ideas, we can't wait to hear from you.



## Affordable Teen / Adult Art Programs

Date: November 07, 2019

9:00 AM - 4:00 PM EASTERN

Location: SWFLN Office

13120 Westlinks Terrace, Unit 3

Fort Myers, FL 33913

Do your adult patrons see what the kids and teens are doing and want to participate? This training will provide affordable low or no cost projects for adults or teens that will have them asking for more!

Projects will include all types of artistic media easily transferable to whichever age you prefer. All projects are proven winners and end up as keepers!



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## Getting to Know Google Products, Services, and Tools: Part 1

Date: November 15, 2019

10:00 AM - 11:00 AM EASTERN

Location: Online



Google's suite of tools offers solutions for email, word processing, spreadsheets, presentation decks, calendars, cloud storage, and so much more. Google has approximately 250 products, services, and tools, many you may not know about. In this series, we will examine several of these products, tools, and services.

In part 1, we will focus on how you can use Google's Drive, Sheets, Docs, Keep, and Slides to help you work smarter.