



Surveys – why bother?

**A CIPFA / PPRG
Joint Seminar to be held on**

24 February 2010

at CIPFA Conference Centre,
3 Robert Street,
London WC2N 6RL

pprg
Publicity & Public
Relations Group

A group of **cilip** Chartered Institute of
Library and Information
Professionals

CIPFA | The Chartered Institute of
Public Finance & Accountancy

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Cost: £150 + VAT per delegate, to include refreshments and lunch

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|-------------|--|
| 10.00-10.30 | Welcome and coffee |
| 10.30-10.35 | Introduction |
| 10.35-11.35 | CIPFA PLUS – outcomes and benefits (Jonathan Gordon, CIPFA, and Steve Woods, Greenwich Library and Information Service) |
| 11.35-12.30 | Mystery visiting on a Shoestring (Lionel Aldridge, Leeds Library and Information Services, and Helen Loughran, Leeds Metropolitan University) |
| 12.30-13.15 | Lunch |
| 13.15-14.15 | We are all unique and vocal – designing focused surveys for your library? (Davina Omar, Kingston University) |
| 14.15-14.45 | Tea |
| 14.45-16.00 | Workshops (delegates choose two from the following list) |
| | • Mystery Visiting – what's right for your (public) library? (Lionel Aldridge and Helen Loughran) |
| | • Personalised Surveys – make it work for you! (Davina Omar) |
| | • Survey Results – so what? Presenting persuasively to the people who count (Jonathan Gordon) |
| | • Actions Speak Louder Than Words – what to DO with your survey results (Tonya Chirgwin, Cheshire West and Cheshire Council) |
| 16.00-16.15 | Plenary and close |

For more details or to book contact: **CIPFA Social Research** email: SocialResearch@cipfa.org.uk