

Making the Case: The Value of Collection Promotion Deep-Dive

Dear

I am writing to inform you of my interest in pursuing additional training to support my current position at the library. I have been looking into professional development opportunities and came across this [Collection Promotion Deep-Dive](#) course provided by the experts at [Learn with NoveList](#).

This two-hour training session will take place via live video conference, so no travel costs are involved. The training includes interactive activities, discussion, as well as an opportunity to ask questions and get real-time feedback from the instructor. Usually, this course is available for institutional purchase only, but they are now selling individual seats for **\$99** each.

Session	Date	Time
Collection Promotion Deep-Dive	Thursday, May 19, 2022	2-4 p.m.

Here are a few other reasons I'd like to participate in this training:

- 1. Align efforts with goals:** This course will cover the importance and mechanics of coordinating a library's collection promotion efforts to support the overall library's goals and strategy.
- 2. Best practices:** This deep-dive session will provide lots of tips and strategies for promoting the breadth and depth of the library's collection. It will help me implement the best practices in library collection promotion in print, on digital platforms, and in personal interactions with community members.
- 3. Resources:** I will be able to get access to resources and gather new ideas for innovative collection promotions that will delight our readers.
- 4. Reporting and analysis:** I will have a chance to learn to use metrics to analyze the effectiveness of collection promotion efforts and increase engagement on various platforms.

After the training, I will receive a course completion certificate. I will be eager to share key takeaways with my team, including those that we can implement immediately to maximize our collection promotion effort and impact our patrons at the library.

Please let me know if you have any further questions. I appreciate your consideration of my request, and I look forward to hearing your thoughts.

Thank you,