PROGRAM OVERVIEW

OverDrive Digipalooza '17
International user group conference

WHAT IS DIGIPALOOZA?
Digipalooza is OverDrive's international user group conference held biennially in Cleveland, Ohio.

WHEN IS DIGIPALOOZA 2017?
Wednesday, August 2, 2017 - Friday, August 4, 2017

WHO SHOULD ATTEND?
Anyone that works with digital media in the library can benefit from the education, networking, and fun at Digipalooza. Whether your role is collection development, marketing, training, front-line support, electronic resources, or administrative decision-making, this is a professional development opportunity you can't miss.

WHAT IS THE THEME FOR THIS YEAR?
Innovate | Engage | Succeed

TIP OFF: WELCOME TO DIGIPALOOZA!
Team OverDrive will kick-off Digipalooza with a review of the conference program and opening remarks.

TODAY'S DATA, TOMORROW'S RESULTS: INCREASE CIRCULATION THROUGH SMARTER ANALYSIS
Learn how to collect data for your digital library and apply it when making decisions for budgeting, usage, purchasing behavior, and more. We'll share case studies and provide instructions to help you create an action plan for your library.

NEW TITLES HIGHLIGHTS FROM LEADING PUBLISHERS: LUNCH & LEARN
Enjoy lunch and get the first-look at new titles coming soon from the industry's largest publishers.

10 TIME-SAVING TRICKS TO SIMPLIFY COLLECTION DEVELOPMENT
From managing pre-orders and metered access content to self-published titles and standing orders, building and maintaining your digital collection can be a challenge. Hear tips and success stories from experts in the field that will save you time and effort.

THURSDAY AFTERNOON BREAKOUT SESSIONS
Select two of the following breakout sessions to attend Thursday afternoon. Follow the "Who should attend?" recommendations for guidance on what sessions might be most applicable for you, based on your role at the library and relationship with OverDrive.

Note: This program is tentative and subject to change. Sessions are listed in chronological order. This list does not include our planned registration times, meals, special evening events (both Wednesday and Thursday night), networking breaks, open exhibit hours or the TBD keynote speaker.

LIBRARIES WORKING TOGETHER: CONSORTIUM BEST PRACTICES

Learn from consortium leaders about how they're successfully managing collection development, budget, staff training, and more for their group of libraries. We'll also dig into features and benefits for Advantage libraries.

➤ **Who should attend?** Collection Development (consortia); Administrators & Directors (consortia); Electronic resources (consortia)

MARKETPLACE 101: A BEGINNER'S GUIDE TO PURCHASING & REPORTS

Are you new to OverDrive and feeling overwhelmed with everything there is to do in Marketplace? Take this opportunity to see a hands-on demonstration of purchasing, running reports, and setting up automation tools for your library.

➤ **Who should attend?** Collection Development; Electronic resources; New to OverDrive

BREAKOUT SESSIONS

TRAIN THE TRAINER: ENGAGING STAFF & USERS

Learn how to get your staff and end users familiar with using OverDrive with presentation templates, help resources, and event & programming ideas.

➤ **Who should attend?** Training; Marketing; Front-line staff; Support/IT; New to OverDrive

HASHTAGS, TRENDING & MOMENTS, OH MY: SOCIAL MEDIA MARKETING

We'll cover strategies for using social media to promote digital collections easily and effectively.

➤ **Who should attend?** Marketing; Training; Administrators & Directors; Collection Development

TOP SUPPORT QUESTIONS & TROUBLESHOOTING TIPS

Don't miss the OverDrive support team's coverage of the most common questions and device troubleshooting to help make you an OverDrive expert.

➤ **Who should attend?** Support/IT; Front-line staff; Electronic Resources; Training; New to OverDrive

SECRETS FROM THE FRONT LINES: HOW SUCCESSFUL LIBRARIES ARE CHANGING THE RULES

This moderated panel will feature library experts who will share real-life success stories and best practices that your library can learn from to take your digital collection to the next level.

CREATE READING HAPPINESS: NEW USER ACQUISITION & RETENTION

How do you get your community excited about your digital library? Learn how new features, formats and promotional efforts can bring in first time users and help build a loyal, happy fan base.

SNEAK PEEK: OVERDRIVE'S PRODUCT ROADMAP

Hear firsthand from OverDrive's product and development teams about the latest innovations and emerging technologies for the OverDrive user experience and Marketplace.

SHAPE THE FUTURE: LET YOUR VOICE BE HEARD

In this interactive session, you'll have an opportunity to ask questions, provide feedback and share insights about what's next at OverDrive. Don't miss your chance to help impact the future of digital media in the library!

FINAL WHISTLE: CLOSING REMARKS FROM OVERDRIVE'S TEAM CAPTAIN

Hear from OverDrive CEO, Steve Potash, as he summarizes key takeaways from the conference and thoughts about the future of digital reading innovations.

LEARN MORE about Digipalooza at http://digipalooza.com

QUESTIONS? Contact us at digipalooza2017@overdrive.com