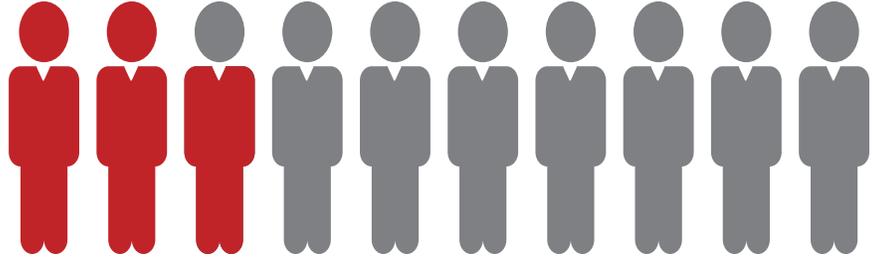


Learn How You Can Boost Attendance at Your Library Events

*You're working harder than ever to deliver the services your community needs. But almost $\frac{3}{4}$ of **library users still aren't attending events**. It's time to change that!*

*Imagine the increase in attendance if people were more aware of your programs. **With Demco® DiscoverLocal, you can make that happen!***



27% of library users attended classes, programs, or lectures at libraries in 2016.

- Pew Research Center (2016 Report)

Demco® DiscoverLocal Can Help You:

1. Drive attendance to your events, programs, and classes by making sure your events show up at the top of online search results
2. Better understand the types of events your community desires
3. Optimize your event categories and tags based on search trends

Built-in Analytics Inform Your Programming Decisions

- Improve programs based on topics searched and traffic to events pages.
 - Create programs for commonly searched events.
 - Introduce new programs or enhance existing events.
 - Determine where to spend your budget dollars based on high-performing events.
- Increase community outreach programs in neighborhoods searching for events.
 - Get clear insight into the topics being searched for in each geographic location in your community.
 - Host off-site library programs in areas with high search volumes.
 - Tailor your programs to the specific needs of different areas of your community.

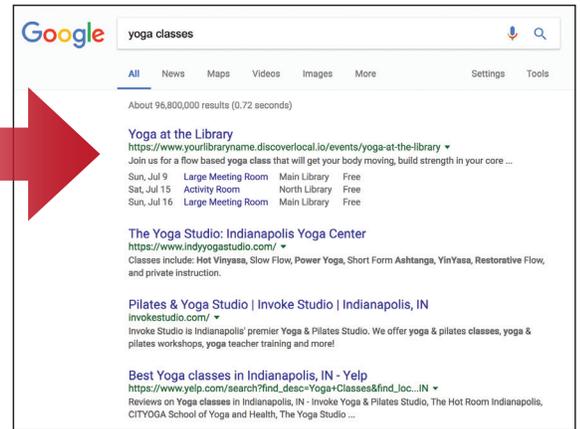
***Start increasing awareness of your events and boosting attendance today!
Contact a specialist at 866.434.5098 to learn more.***

Demco® DISCOVER LOCAL

Everyone wins with Demco® DiscoverLocal! Patrons and non-patrons find and attend events at your library, while your **library programming gets a boost from online traffic.**

How It Works

1. Using Demco® DiscoverLocal, we geotag all your library events, making them show up in online searches.
2. People in your community search online for events, classes, and programs they're interested in, just as they are doing today.
3. Your library events show up near the top of their search results. (The best part—the only extra work you did was subscribe to Demco® DiscoverLocal!)
4. When people click on the search result, it takes them to the Event Details Page (don't worry—we create these customized pages for you). There, they can easily register for the event in just a few clicks— or taps, if they're on a mobile device.

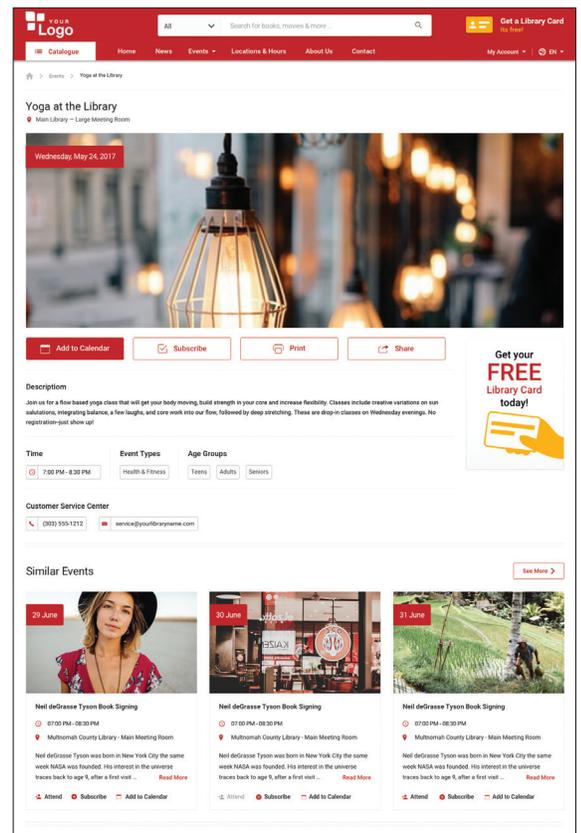


Demco® DiscoverLocal helps your library events show up at the top of people's search results.

More about the Event Details Page

When people click on a search result, it links to your branded library event page (right) where people can:

- See more information about the event
- Register to attend, if required
- Learn how to get a library card
- Browse similar events
- Search for other events at your library



When people click the link, they are taken to your library's Demco® DiscoverLocal Event Page.

*Looking for ways to boost circulation?
Demco® DiscoverLocal can also help your community discover all the fabulous books, audiobooks, DVDs, and more your library has to offer. Contact a specialist at 866.434.5098 to learn more.*

