



# CORDELIA ANDERSON

## PROFESSIONAL SPEAKER

### PROFILE

I am a professional speaker and consultant with nearly a decade of experience speaking at conferences, trainings and special events on a variety of topics. I can customize my speaking content and style to your event, audiences and needs.

### TOPICS

- Public Relations
- Marketing
- Crisis Communications
- Social Media
- Storytelling
- Customer Engagement
- Libraries
- Nonprofits
- Strategic Planning

### CONTACT DETAILS

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See reverse for professional development and training experience.

## SPEAKING EXPERIENCE

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**Keynote Speaker, "Finding and Telling Stories of Impact,"** Nov. 15, 2019 – CSLA Annual Summit, Concord, NC

**Keynote Speaker, "Customer Engagement and the Library Marketing Funnel,"** Nov. 1, 2019 – SEFLIN Membership Meeting, North Miami, FL

**Panelist, "Community Engagement as a Mindset,"** June 22, 2019 – American Library Association, Washington D.C. [Video](#)

**Keynote Speaker, "Telling Your Story,"** May 3, 2019 – Fort Worth Public Library Staff Day, Fort Worth, TX

**Keynote Speaker, "Moving from Promotion to Engagement,"** April 26, 2019 – State Library of SC PR Exchange, Columbia

**Keynote Speaker, President's Program,** Nov. 14, 2018 – Library Marketing and Communications Conference, St. Louis, MO

**Panelist, "War Stories from Two Seasoned Library Marketing Professionals,"** June 23, 2018 – American Library Association event, New Orleans, LA

**Presenter, Savannah Community Forum,** June 24, 2017 – American Library Association event, Chicago, IL [Video](#)

**Host, Keynote & Closing Speaker,** May 19-20, 2016 – Library Marketing & Communications Summit, Charlotte NC

**Speaker, "Library Marketing Trends,"** Aug. 2016 - Orange Boy Idea Exchange, Columbus, OH

**Speaker, "Outcomes, Impact & Alignment,"** April 27, 2015 – Library Leaders Summit, Computers In Libraries, Washington DC

**Speaker, "Measuring Engagement,"** Oct. 19, 2013 – Internet Librarian, Monterey, CA

**Speaker, "Tools Providing Outcome Measures,"** April 10, 2013 – Computers in Libraries, Washington DC

**Speaker, "Crisis Communications Strategies,"** Sept 13, 2012 – PRSA Southeast, Chattanooga, TN

**Speaker, "When Bad News Happens: Strategies for Building Relationships Before and During a Crisis,"** July 25, 2012 – PRSA Charlotte, Charlotte, NC

## PROFESSIONAL DEVELOPMENT AND TRAINING

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### **Five-Part Course: "How to Build a Strategic Library Marketing & Communications Plan,"**

January 13 - March 17, 2020 – In Person & Online

**Panelist, "Community Engagement as a Mindset,"** Sept 17, 2019 – OCLC [Webinar](#)

**Presenter, "From Promotion to Engagement,"** May 3, 2019 – Fort Worth Public Library, Staff Day Breakout Session, Fort Worth TX

**Trainer, "Evaluate & Strengthen Your Library's Communications,"** dates & locations:

May 6, 2019 – Chapel Hill Public Library

May 15, 2019 – Fayetteville Public Library

May 29, 2019 – Cleveland County Public Library

- State Library of North Carolina Training, Raleigh

**Presenter, "Gathering and Sharing Stories of Impact,"** Dec 19, 2018 – University of North Carolina at Charlotte, Atkins Library Staff Meeting, Charlotte NC

**Presenter: "Next Level Marketing: Innovative Ideas and Tech Tools Anyone Can Execute,"**

May 30, 2018 – *Library Journal* Online Course, "Engagement Marketing: Put Your Library's Story to Work"

**Presenter, "A Deep Look at Marketing Creative for Everyone,"** May 31, 2017 – *Library Journal* Online Course, "Social Media Made Simple"

**Presenter, "Moving the Needle on Engagement,"** Nov 9, 2016 – *Library Journal* Online Course, "Successful Library Marketing"

## AWARDS & HONORS

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- Queen City PR Award, Charlotte Chapter of the Public Relations Society of America, 2017
- Marketer of the Year, *Library Journal*, 2016 (Inaugural)
- John Cotton Dana Public Relations Award, 2016 & 2006
- One Gold Award, one Honorable Mention; MarCom Awards, 2015
- National Association of Counties (NACo) Achievement Awards, 2016, 2015, 2014 & 2013
- Two Gold Awards, one Honorable Mention; Ava Digital Awards, 2015
- Two Platinum Awards, three Gold Awards, two Honorable Mentions; Hermes Creative Awards, 2014 & 2015
- Accreditation in Public Relations (APR), Public Relations Society of America, 2011
- Two Best of Show, four Honorable Mentions; Library Administration and Management Association, 2004-2006
- Two APEX Awards for Publication Excellence; Writing That Works, 2004-2005
- National Best in Show, Best in Class, three Excellence Awards and six Superior Awards; National Association of County Information Officers, 2005
- Gold Crown, three Silver Crowns; International Association of Business Communicators, 2002
- Completion of Mastery Program; Dorrier-Underwood Executive Training and Leadership, 2000