

# Marketing a process, not a quick fix

*Synergy in Sydney: a speaker profile*

Information professionals are not taught planning and marketing skills as part of their degrees', says leading consultant Robert Muir. He thinks there is a reluctance among information professionals to plan and produce business strategies.

Muir believes we all need a business plan before we embark on a marketing strategy. Once the business plan is in place the marketing strategy must consider the key components for a mission statement, measurable and attainable objectives, general strategies for reaching each objective, and a plan of action for carrying out each objective, including cost and who is going to do the work.

For more on marketing you will need to attend the *Asian Pacific Specials Health and Law Conference* when Robert Muir will open the marketing theme on day two.

Robert has expertise in marketing, business management and the commercialisation of technology. Originally from Australia, Robert moved to the USA in 1981. He is principal of

his own consulting company, Muir and Associates in Overland Park, Kansas.

As a consultant he provides integrated business, market and technology management services to technology-based companies and emerging businesses.

Robert is also a regular speaker and author of published columns on technology matters and business issues. He is well known to information professionals and delivered an excellent paper at the *American Online Conference in 1993* on 'marketing your library or information service to business'.

Beatrice Doran, President of the Irish Library Association, will explore marketing themes some more in a second plenary session. An article on Beatrice will appear in the next issue of *inCite*. A range of papers on marketing — consumer information services, giving value, getting recognition and making presentations — will make it an interesting and useful day.



*Synergy in Sydney keynote speaker, Robert Muir*

Watch *inCite* for more information about *Synergy in Sydney 1995*, or contact Australian Convention Management Services, telephone (02) 332 4622, or fax (02) 332 4066, for more information. ■



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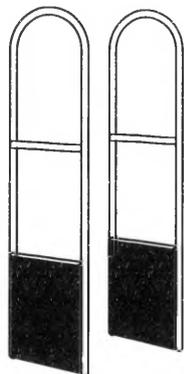
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