DALNET/Ameritech Partnership Launch Event Plan

Date: Oct. 21, 1998
Location: Wayne State University, David Adamany Undergraduate Library

Objectives
- Generate awareness of and anticipation for the project among citizens of SE Michigan
- Generate support of key stakeholders by demonstrating the broad economic, educational, and healthcare benefits of the information hub through positive media coverage
- Generate positive media coverage to build interest and momentum among potential DALNET members (other libraries and community information providers)

Strategies
- Stage high-profile launch event and invite key governmental officials to participate (WSU and Ameritech officials will plan coordinated approach to ask for participation from government officials)
- Position the project as a first-in-the-nation project that leverages state-of-the-art, award winning technology to create an information hub with far-reaching economical, educational and wellness benefits to a seven-county region in SE Michigan
- Create an interactive event that solicits media participation

Potential key participants:
- President Irvin D. Reid
- Dean Patricia Senn Breivik
- Lana Porter, President, Ameritech Library Systems
- Bob Cooper, President, Ameritech Michigan
- Mayor or Governor
- County Executives from seven counties in SE Michigan
- SEMCOG and/or Chamber of Commerce official

Event Agenda
- Greetings (Reid)
- Introduction and announcement of project (DALNET)
- Ameritech comments on project (Porter/Cooper)
- Significance to SE Michigan (government official)
- Short video about Information Hub concept
- Closing Remarks (inviting guests to view demos and have refreshments)

- Two demo stations set up with large screen projectors on opposite sides of the UGL atrium. Presenters could include DPL, Uof D Mercy and WSU representatives who are familiar with Horizon capabilities. Demos could show Uof D Mercy's page with links to a full text sight and/or image (DIA art on their web site?). DPL's demo could show a dummy html page showing how the flexible screen design change from a children's section screen vs. screens used in the history section. WSU's could highlight DCAL as a protoype for community information on the Web.