



# EUROLIS SEMINAR 2018

## Reaching new Audiences: Sharing strategies

23<sup>rd</sup> of November, 2018 (09.30am-16.30pm)

**Speakers' biographies and abstracts**

### **Ian Stringer**

Chairperson of the CILIP International Library and Information Group (ILIG) special interest group. Freelance library worker since retiring from a career in UK public libraries lasting 40 years. As Chairperson for the IFLA (International Federation of Library Associations and Libraries) Mobile Library section 2002- 2007, he compiled the IFLA *Guidelines for Mobile Libraries* and is author of the book *Britain's Mobile Libraries*.



### **Davina Omar**

Davina is the Head of Academic Support at the University of West London, where she is responsible for managing the effective delivery of the Library's academic support to the University's Schools and Colleges, managing the development of the Library's resources collection and the UWL Archives Service. She is also the current chair of

the Publicity & Public Relations group (PPRG), which is a special interest group of CILIP. The PPRG run an annual Marketing Excellence Awards and associated conference to help spread the word about the excellent marketing taking place within the library sector. Her professional interests include information literacy, marketing, training and development and the user experience

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### **Alyn Thomas**

Alyn has worked in Local Government for over 16 years in various communication and marketing roles - including Communication Project Manager for the e-Government Programme, and Marketing Manager for Registration and Coroners. With a Degree in Sport Science and a Master's Degree in Marketing, Alyn is passionate

about developing creative promotional campaigns that grab people's attention and dispel the sometimes old-fashioned myths that surround libraries and local government.

In his spare time, Alyn also runs several private business ventures - such as web content writing and supplying a successful merchandise range to Waterstones.

### **Abstract:**

#### **Digital Vs Print advertising in Libraries**

*From roadside banners and press releases, to bus stops and leaflet drops - the options to advertise the benefits of libraries in print are plentiful, and each channel can be very effective in reaching your desired target audiences. But with the relatively high cost of print, how do you measure the success of your advertising spend and how do you gauge whether it's had any impact?*

*In comparison there is digital marketing - giving library promoters a host of benefits including specific targeting options, control of costs and an array of metrics and feedback mechanisms to help you evaluate your campaigns. But is this the way forward? Or are digital channels reaching saturation point where messages are mostly ignored?*

During this talk, Alyn Thomas, Commercial and Customer Insight Manager for Kent Libraries, will share his experiences and look at the pros and cons of print and digital advertising - what works, and the potential pitfalls to avoid.

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### David Machado

David Machado was born in Lisbon in 1978. He wrote four novels, including *The Shelf Life of Happiness*, which won the European Union Prize for Literature and the Salerno Libro d' Europa Prize and was adapted to cinema. He is also the author of ten children books, including *A Noite dos Animais Inventados* (Branquinho da Fonseca Prize)

and *O Tubarão na Banheira* (SPA/RTP Author Prize), *A Mala Assombrada*, *Eu Acredito*, *Uma Noite Caiu Uma Estrela*, and of the children's novel *Não Te Afastes*. His books have been translated into twelve languages.

### Abstract:

#### ***The Power of imagination and fantasy in reading as a way of complementing Reality***

*One of the characteristics that make us different from other animals in this planet is the human ability to see what doesn't exist and create parallel realities from scratch. This happens every day. Our imagination interferes with our life at all times, even in the most prosaic moments, having a strong effect in the smallest and biggest Decisions we take in our lives. And we believe in that!*

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### Christophe Evans

Sociologist, Head of Studies and Research at the Bibliothèque Publique d'Information du Centre Pompidou, Christophe Evans is a specialist in the sociology of library audiences. His research focuses on the knowledge of library audiences (their profiles, usage behaviour and representations) and on the methodology of cultural surveys

(quantitative and qualitative methods). He compiled the following collective works: "Lectures et lecteurs à l'heure d'Internet: Livre, presse, bibliothèques", published by Editions du Cercle de la Librairie in 2011, and "Mener l'enquête. Guide des études de publics en bibliothèque", published by Les Presses de l'Essib in the collection La boîte à Outils, in 2011.

#### Abstract:

#### **New audiences? What is it about? What is it for? A sociological perspective**

*Using a sociological approach and a positive critical perspective, my presentation proposes to re-examine the very principle behind the strategy of developing new audiences in libraries. What is a "new audience"? What are the objectives but also the consequences when we commit to developing them? Finally, what are the tools that make it possible to successfully implement the project?*

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### **Alessandro Bollo**

Alessandro Bollo is the Director of the “Polo del ‘900” (Pole of the 20th century), a very important cultural Centre in Turin which is considered as a point of reference in the historical, social, economic and cultural research of the twentieth century and in the preservation of the values of resistance, democracy and freedom. Inside its quarters, you

will find: a museum with a permanent exhibition, multi-purpose spaces for events and temporary exhibitions and for working or studying, an archive, and a library, with 300.000 books, which are widely consulted by students and historians. As an expert in management and cultural planning, in recent years he has worked on new models of audience engagement and evaluation of cultural impacts. On these issues he is a lecturer in several courses and masters at national and international level and is the author of scientific and informative texts.

### **Abstract:**

#### ***How a Specialist Library can attract a broader and heterogeneous audience?***

*Polo del ‘900 represents a rather innovative case in the national panorama because of the integration of nine specialist libraries into a new model that – from the point of view of the offer to the public – is close to the idea of a public library. The challenge is to make the contents of these specialist libraries available and meaningful to a broader and non-specialist audience. Strategies, solutions and activities of Audience Development and Audience Engagement will be shared and discussed.*

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### **Barbara Lison**

Barbara has been working as director of the Public Library system of Bremen for over 25 years. She is a professional librarian with a university degree in Slavonic studies and History. In addition to her duties at the Bremen city library, Barbara has been actively networking and advocating for libraries at both national and international levels.

She has had roles in different professional librarianship associations, and currently chairs the German Library Association.

Since 1997 she has been a member of the EBLIDA Executive Board, and has also been its Vice-President several times. Between 2011 and 2015 Barbara served as an elected member of the IFLA Governing Board. She was re-elected for 2017 - 2019 and is currently IFLA's Treasurer.

### **Abstract:**

#### **Marketing Library Services to Special Target Groups**

*In an increasingly diverse society, libraries are facing an increasingly diverse audience to whom they have to pay special attention. The 'one size fits all' approach, which has previously been used by services and marketing, has therefore become obsolete. As the media environment in the digital age is not only very attractive and easy-to-use but can also be highly personalized, people are expecting comparable services to be offered by libraries. The paper will present strategies and best practice examples from public libraries in*

*Germany concerning how they approach their special target groups. The focus will be on services for children, young adults, senior citizens, migrants and refugees. Strategies concerning how to reach out to these groups and attract them into libraries will also be presented.*

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### **Katarzyna Kucik**

Katarzyna Kucik is a graduate in Political Science and Journalism and Social Communication of Jagiellonian University, Pontifical University in Krakow and Lumsa University (Rome). She is an employee in The Polish Book Institute since 2016, as a project manager and youth/children sector specialist. She is the coordinator of the social campaign

*Small Book Big Person*, as well as a trainer and speaker. She is a member of the Polish Book Institute team who started nationwide Bookstart campaign in Poland in 2017.



### **Gabriela Dul**

Gabriela Dul graduated from Jagiellonian University in Krakow (Polish Philology and Culture Management). She is an employee in The Polish Book Institute since 2015, as a project manager and youth/children sector specialist. She is the author of publications about youth and children reading. She is also a trainer and

speaker. She is a member of the Polish Book Institute team who started The nationwide Bookstart campaign in Poland in 2017 and she is also the editor for Bookstart campaign for Polish newborns (".....'s first poems").

### **Abstract:**

#### ***How to reach new audiences?***

#newborns #parents #grandparents

*Book starts in Poland: more than 360 thousand books distributed in hospitals yearly, 100 thousand young readers in libraries and social campaign spreading in the Internet.*

#teenagers

*"Hunt your book" project in upper secondary schools: How to encourage youths to reading through social media? The first step would be to realize that even your smartphone could 'be a book'. Important rule of new technology in reading: sharing free e-books and audiobooks.*

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