

Inside the library

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Opening the Book
www.openingthebook.com

Reader-centred display

- Appeals to the impulse borrower
- Displays paperbacks and good covers face-on
- Brings books from different parts of the library together
- Avoids bestsellers
- Is kept topped up and changes frequently

Spinners and trolleys are a different shape but they replicate the problems of traditional shelving – most books are still spine-on

So we try all sorts of alternatives to traditional shelving ...

You don't have to sign everything

- If you can't afford good graphics, work without signs
- Covers can speak for themselves
- Signs which are closed not open make it difficult to top up

Display designed to tempt passers-by

Sutton Central Library, London

**Holds 850 paperbacks, 0.5% of collection
30% of fiction issues, 20% of total issues**



Look but don't touch

Traditional library displays

- Lots of props
- 'Home-made' look
- Don't shift the product
- Don't increase the loans

New solutions:

- Define a space
- Combine face-on paperback display and graphics
- Use bookshop techniques adapted for a library environment

Skill development with Frontline course

frontline Reader development
training online

Course:
Frontline New Edition
Modules:
1 2 3 4 5 6 7

Control Panel

My Homepage

Module

Learning Log

Supervisor Log

Discussion

Who is the target audience?



Which age group is this collection of book covers designed to attract?

Module 3: Learning Log

- Meet the Books
- + Cover signals
 - Age appeal
 - Who is the target audience?
 - Odd one out
- + Using cover messages
 - Cover search
 - Cover trends
 - Revision Quiz
 - Signing Off

Sample online exercise

See demo on www.openingthebook.com

Displays that work for customers

- Choose a good location
- Keep it topped up
- Can be very small if well-placed and well-managed
- Maintain one good display not three poor ones
- Use best spaces such as counter-top to promote your core product, don't give up that space to other people – retail wouldn't!

You can make a difference!

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