

# Reaching Readers

**10.00 - 12.30**

## **Aims**

- To understand the basic principles of reader development and reader-centred promotion
- To explore how the reader-centred approach helps to connect reading into people's lives
- To outline a range of low cost and easy-to-implement ideas which can be instantly put into practice to offer added value to readers
- To consider how a reader-centred approach can be used both inside and outside the library

## **Workshop leader**

Rachel Van Riel is Director of Opening the Book, the UK's leading reader development organisation. Opening the Book works with libraries to change:

- the look and feel of library spaces
- the skills and confidence of library staff
- the management and promotion of stock
- library presence on the web.

## **Preparation**

Please bring to the workshop a book you haven't got round to reading yet. It may be one you've always meant to read; it could be just the next one in the pile by your bed; it could be a present somebody gave you last year .... It can be fiction or non-fiction, old or new. Please bring the actual book as you will discuss it with someone else at the workshop and they need to see what it looks like.

## **Programme**

- 10.00 Welcome and introduction
- 10.05 Presentation: Readers inside the library – promotion, display, layout and reader-to-reader ideas
- 10.55 In pairs: the book you haven't got round to yet
- 11.10 Coffee
- 11.20 Presentation: Readers outside the library – outreach projects, real and virtual
- 11.50 In groups: Applying to your own situation
- 12.15 Feedback and discussion
- 12.30 Close