

PLSA HAS SECURED TWO INTERNATIONAL SPEAKERS FOR THE QUARTERLY MEETING ON MARCH 16, 2015 AND TWO WORKSHOPS ON MARCH 17

PLSA has been able to secure two exciting and innovative international keynote speakers for the March 16 Quarterly Meeting, with two half day workshops scheduled for the following day.

Corrine Hill: Executive Director of The Chattanooga Public Library.



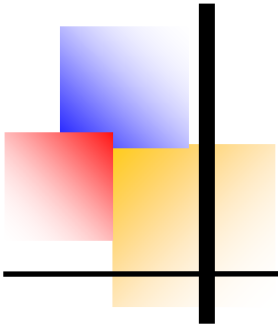
Awarded the library equivalent of Artist of the Year by Library Journal, Corinne was named 2014 Librarian of the Year. This annual award—sponsored this year by Baker & Taylor—recognizes one talented individual who is transforming their library, community and profession. Rebecca T. Miller, editorial director for Library Journal, said Hill was chosen because of her transformation of the Library into a "vital hub of learning and experimentation." To learn more about Corinne, visit

<http://lj.libraryjournal.com/2014/01/awards/corinne-hill-ljs-2014-librarian-of-the-year/#>

Rachel Van Riel: CEO, Opening the Book, UK



Rachel Van Riel founded and shaped the reader development movement which changed the way public libraries in the UK engage with their customers. *Opening the Book's* reader-centred approach released new energy into library work, re-motivating many library staff and delivering wider cultural change in organisations. Libraries moved from largely passive provision of books and computers to actively engaging the audience. **Website:** www.openingthebook.com **Twitter:** @RachelVanRiel



SESSION DETAILS



At the Quarterly Meeting Corrine Hill will present in the morning and Rachel Van Riel in the afternoon. Both will be available at lunch time to meet and mingle.

Corrine and Rachel have outstanding reputations as innovators, and are transformational and exciting speakers. We are fortunate to have secured both Corrine and Rachel and to have the opportunity to learn from Rachel and gain from her expertise and knowledge at the workshops the following day.

Workshop One with Rachel Van Riel: *Putting Readers First*

Tuesday March 17, 9.00am—noon

An introduction to the reader-centred approach in which libraries are moved from largely passive provision of books and computers to actively engaging their audience:

This workshop aims to:

- explore the principles and practice of reader development – promoting books from the reader's point of view;
- demonstrate how an understanding of consumer psychology can help create successful library promotions;
- consider how a reader-centred approach can be used both inside and outside the library and online;
- outline a range of low-cost and easy-to-implement ideas which can be instantly put into practice to offer added value to library readers.

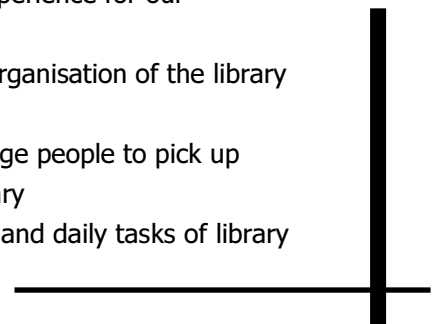
Workshop Two with Rachel Van Riel: *Changing Libraries*

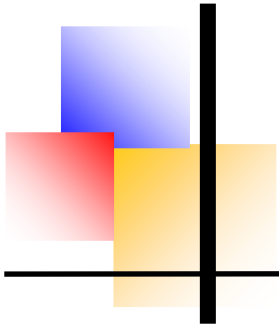
Tuesday March 17, 1.00pm—4.00pm

This workshop will complement the changes within our libraries as a result of the implementation of the One Card, focusing on how our libraries are changing customer expectations and active relationships, priorities and day-to-day routines, requiring new skills for frontline staff especially where libraries have RFID or will be implementing it in the future. The session will deal with developing new practices and maintaining these practices complemented by a redesign of spaces.

This workshop aims to:

- share ideas for changing library environments to improve the experience for our customers
- understand how a customer-centred approach can change the organisation of the library and the management and presentation of collections
- learn about the psychological and physical factors which encourage people to pick up books and consider the implications for daily routines in the library
- consider how a customer-centred approach can change the role and daily tasks of library staff and what new skills are needed





REGISTRATION DETAILS



Attendees can register for one or both workshops:

The fee to register for each individual workshop is \$60.00 (plus GST and Eventbrite fees—total cost \$70.59).

The fee to register for both workshops is \$100.00 (plus GST and Eventbrite fees- total cost \$116.99.)

Registrations close at 5.00pm on Wednesday March 11 so register soon to ensure you don't miss out.

To register go to <https://rachelvanrielworkshops.eventbrite.com.au>

Background information on the Quarterly Meeting and workshop presenters:

Corrine Hill: Executive Director, Chattanooga Public Library

She was named 2014 Librarian of the Year by Library Journal. This annual award recognizes one talented individual who is transforming their library, community and profession. Rebecca T. Miller, the editorial director for Library Journal, said Hill was chosen because of her transformation of The Public Library into a "vital hub of learning and experimentation."

"She did it first by connecting to Chattanooga as a place and responding to the city's ambitions as a tech centre," Miller said. "And she did it by pulling in great librarians and then setting them free to make magic. In the meantime, Hill has created a model for other librarians to watch, delivering great traditional services as she and her team test the cutting edge of library service."

Rachel Van Riel: Director Opening the Book Ltd, UK

Rachel has designed and installed 150 library interiors, working across all sizes and types of library buildings and with very different local communities. She has been a consultant to many library services across the UK, Ireland, Norway and Sweden.

Opening the Book has run national training programs, creating change agents with new skills and confidence, which reach every library service in the UK. Online training courses have been taken by 12,000 library staff in three continents, including an outstanding program to train 1000 staff in partnership with the State Library of Victoria.

Rachel has previously worked in Melbourne and Sydney; she is looking forward to her first visit to Western Australia and then South Australia, Brisbane and New Zealand.

