

# opening the book



## **Changing Libraries – New Ways of Working**

### **Aims**

- To open up discussion of how libraries can shift their focus and energy from managing the collection to engaging customers with products
- To explore how libraries signal messages to their customers and how these messages can be changed without spending lots of money
- To consider the core skills staff need to work in customer-facing roles in a contemporary library environment
- To plan how daily library routines can change to reflect new priorities

### **Seminar leader**

Rachel Van Riel is Director of Opening the Book, the company she founded in 1991, which has led the growth of reader development in the UK. Opening the Book works with libraries to change:

- the look and feel of library buildings and spaces
- the skills and confidence of library staff
- the management and presentation of library collections

Rachel has introduced reader-centred ideas to many European countries, from the Czech Republic to Norway, and also to Australia and North America.

See [www.openingthebook.com](http://www.openingthebook.com).

## Programme

1.00	Welcome and introduction
1.05	<i>Presentation:</i> Changing the conversation – developing a new relationship with customers
1.30	<i>In pairs:</i> Quick focus on your own situation
1.45	<i>Presentation:</i> Changing the message – how do we signal a move from process and control to imagination and engagement?
2.30	Refreshment break
2.45	<i>Presentation:</i> Changing the priorities – what is the impact on daily routines?
3.15	<i>Questions:</i> A chance to challenge, explore and discuss
3.30	<i>Presentation:</i> Changing the skill set - what new skills will staff need?
3.50	<i>In pairs:</i> Action plan
4.00	Close