

# opening the book

## Putting Readers First - an Introduction to the Reader-centred Approach

### Aims

- To explore the principles and practice of reader development – promoting books from the reader's point of view
- To demonstrate how an understanding of consumer psychology can help create successful library promotions
- To consider how a reader-centred approach can be used both inside and outside the library and online
- To 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

### 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

9.00	Welcome and introduction
9.05	<i>Presentation:</i> What is the reader-centred approach? Promoting from the reader's point of view.
9.35	<i>In pairs:</i> How does reading fit into people's lives?
10.15	Refreshment break
10.30	<i>Presentation:</i> Reader to reader – ways for readers to share their reading experiences and to promote to each other
10.50	<i>Questions:</i> A chance to challenge, explore and discuss
11.00	<i>Presentation:</i> Differentiating audiences – how to target promotions successfully inside and outside the library
11.40	<i>Presentation:</i> What new skills will staff need?
12.00	Close