

Agenda

9:30-10:45 am: The Library In The Reading Ecosystem

10:45-11:00 am: Midmorning Break/Networking

11:00-12:00 pm: The Problem/Merchandising 101

12:00-1:00 pm: Lunch

1:00- 2:30 pm: Merchandising 101/201: Activating Your Space

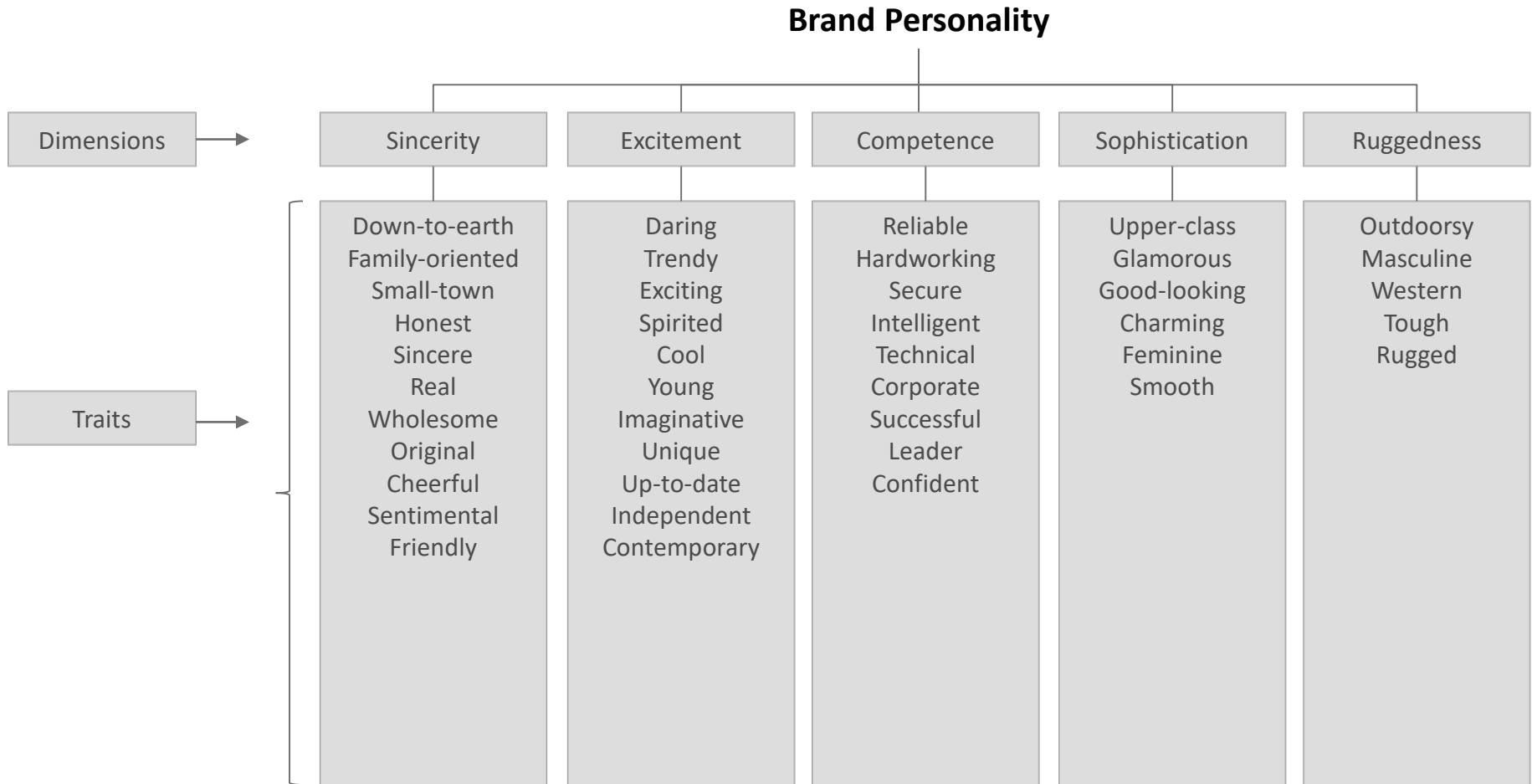
2:30 – 2:45 pm: Afternoon Break/Networking

2:45 - 3:20 pm: Directed Exercise – Building The Blueprint

3:20 – 3:30 pm: Recap

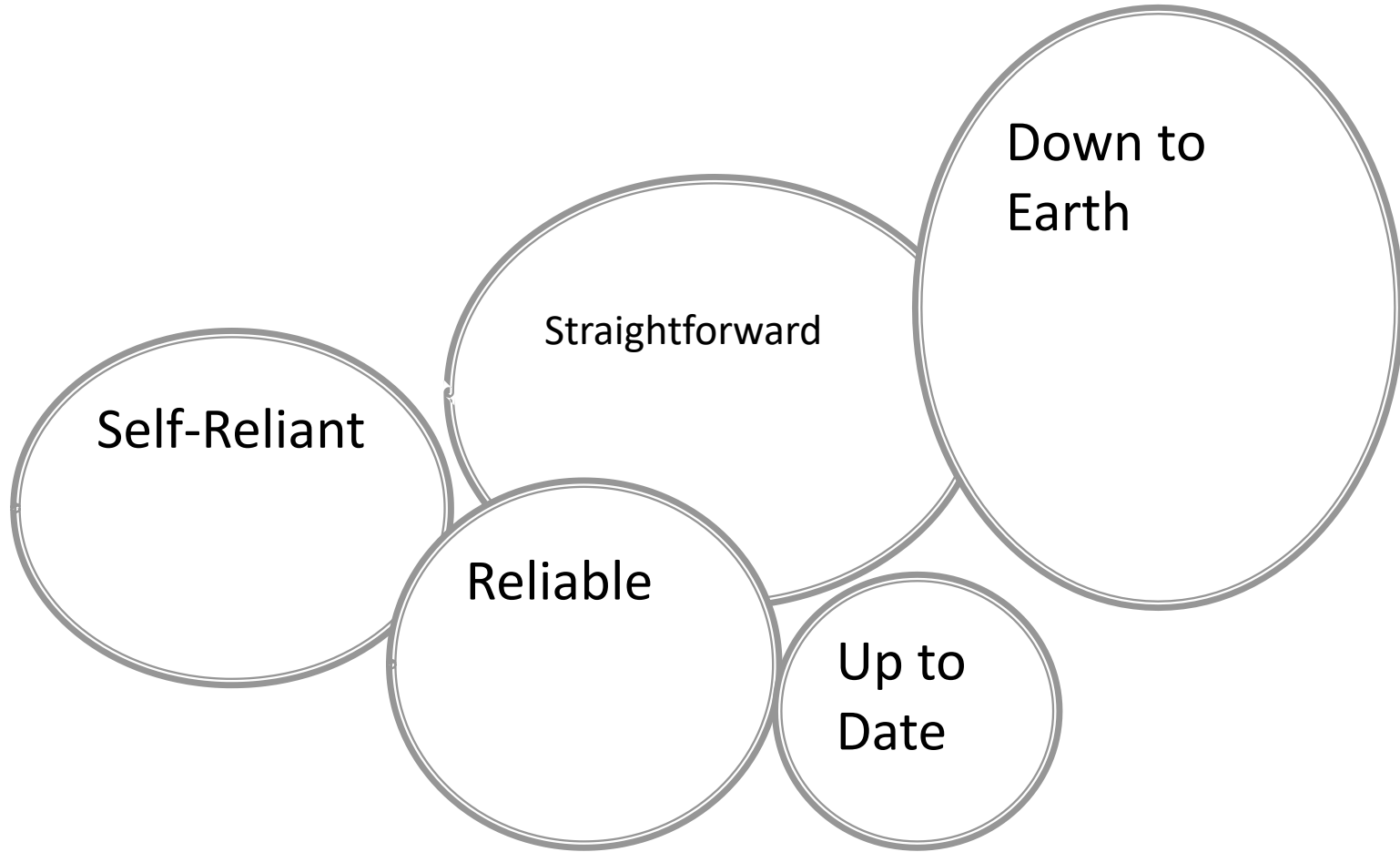
EXERCISE 1

Define Your Library's Personality



Source: David Aaker – Building Strong Brands

EXAMPLE: Library Brand Personality



Draw Your Brand Personality

EXERCISE 2

Define the Opportunity for YOUR BRANCH

- What do you do already?
 - Do you promote non-bestsellers?
 - Do you focus on new authors and mid-list-ers?
- How do you aid discovery through:
 - Merchandising
 - E-Mail, Social Media and other programs
- Where are your opportunities?

EXERCISE 2

MY BRANCH _____

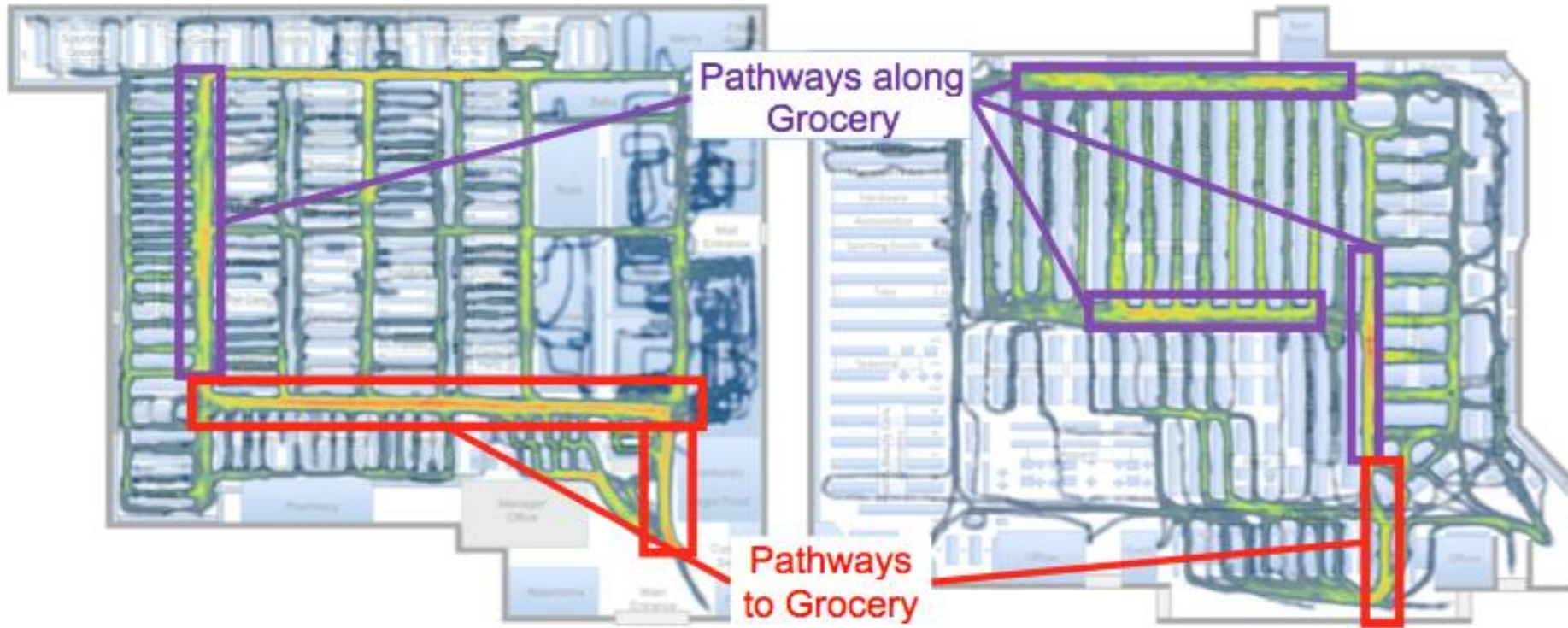
- How we aid discovery

- _____
- _____
- _____

- Our opportunities

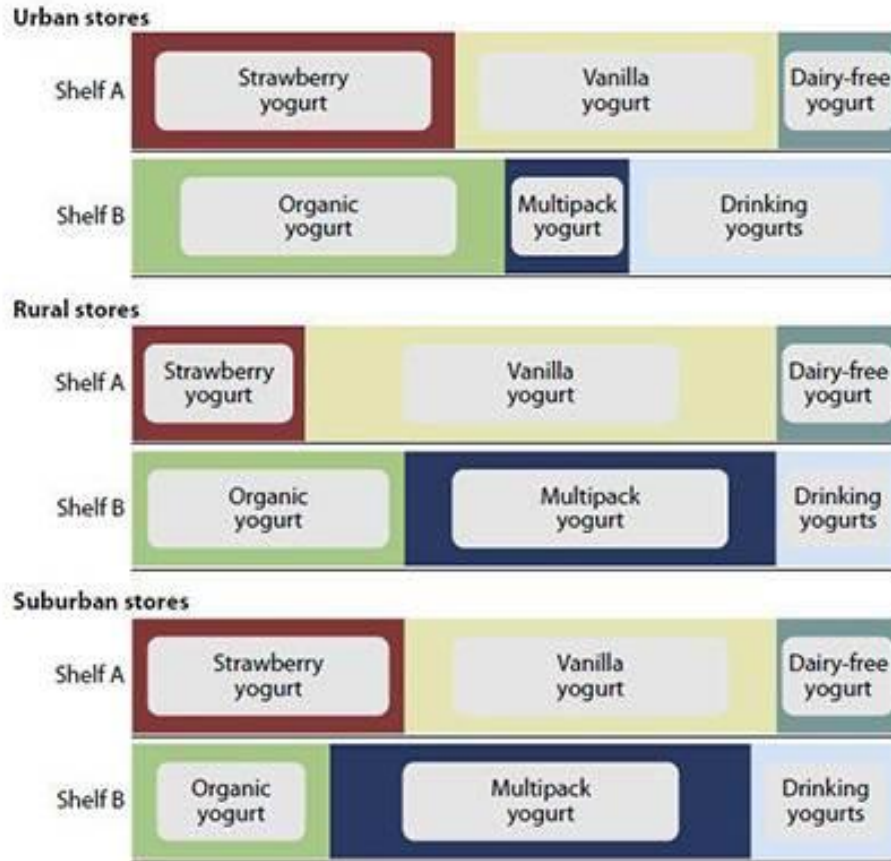
- _____
- _____
- _____

Look at the Walking Path



Example of a Planogram

Figure 1 Planogram Complexity



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Source: Forrester Research, Inc.

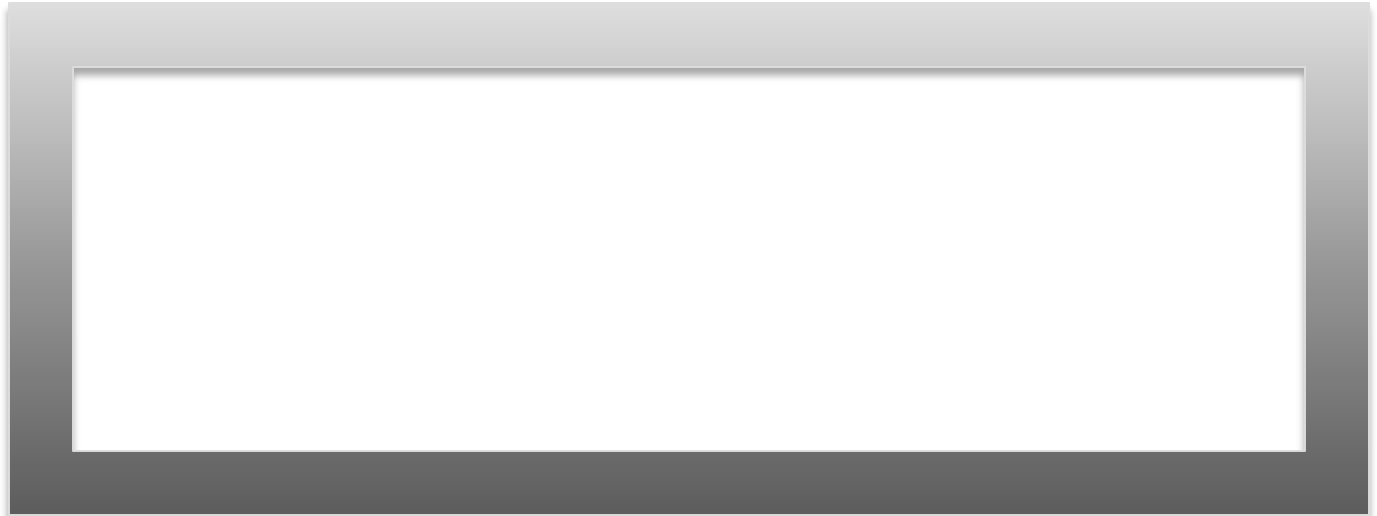
EXERCISE 3

Plan a New Display

- Pick the location
- Choose a theme
- Sketch an example
- Figure out how to make it deep
- Consider color, balance, scale, etc.
- Decide on display time and rotation

My Display Plan

- Type (table, end-cap, etc) _____
- Theme _____
- How to make it deep _____
- Rotation Plan _____
- Sketch:



EXERCISE 4

Practice Building a Display

- Use the books on your table
- Choose a theme
- Make it look professional based on what you have in front of you
- Consider how it will downsize as books are checked out

EXERCISE 5

Plan Your Pathways

- Plan at least one Self-Directed Pathway
- Choose a theme
- Draw in the configuration of displays on your floorplan
- Discuss a display rotation plan with a partner or table-mate

My Pathways (or write on floorplan)

Contact

David Vinjamuri

david@brandtrainers.com

Ph: (212) 543-3200

