

Books and Audiences Network group

Inga Surgunte / Vanessa Braekeveld
19.10.2020

Why Books and Audiences?



Members & Mission



1. Members

CENL members

British Library

Royal Library of the Netherlands (KB)

Estonian National Library

German National Library

National Library of Latvia

Royal Library of Belgium (KBR)

Other members

Lodret Vandret - Independent Book Publishers

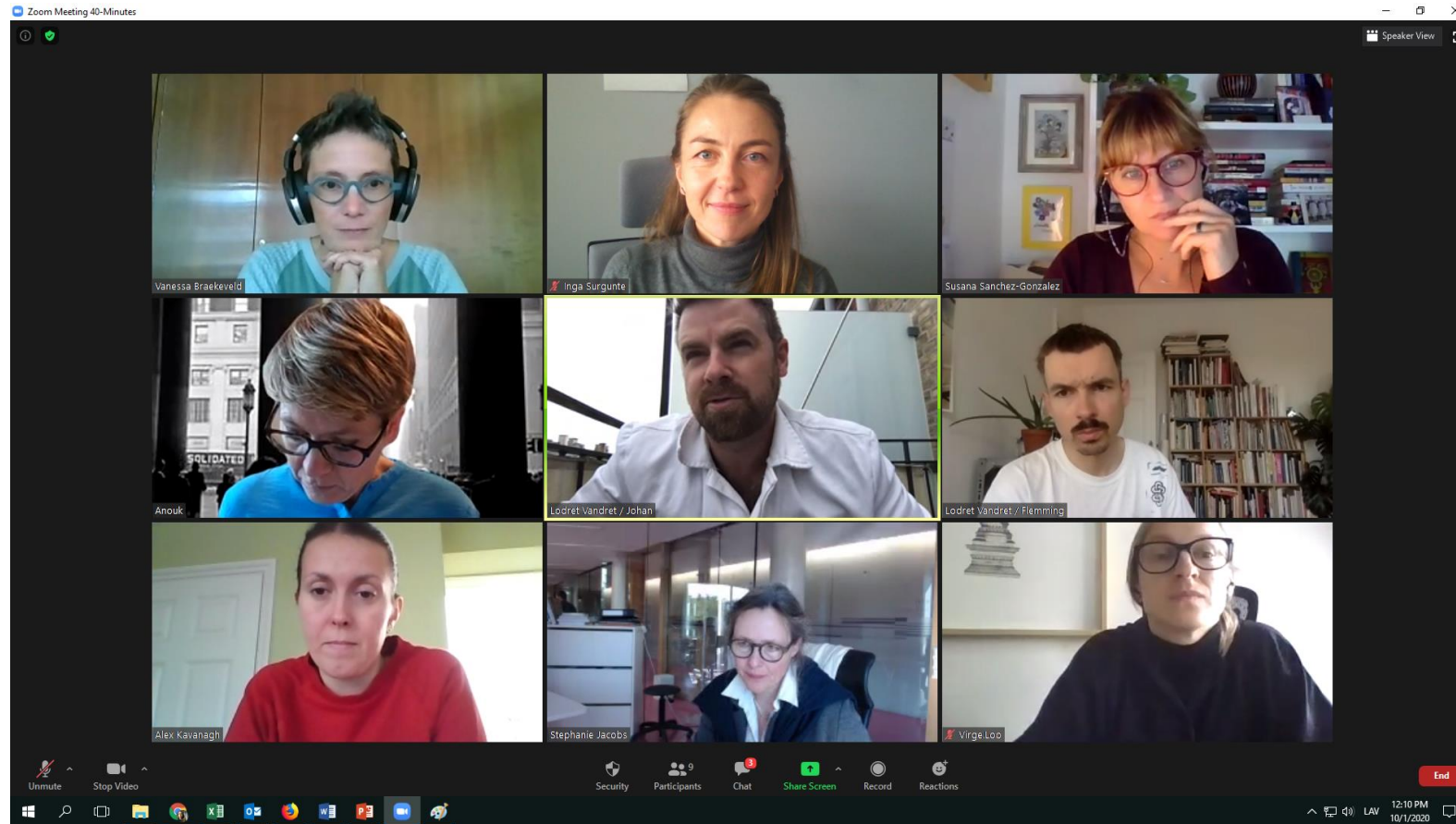
Researcher University Leicester

Researcher University Manchester

Marsh's Library (Ireland)

2. Mission

Activities



1. What to tell and how to tell it in a contemporary book exhibition

- 4 case studies of recent experiences
- Facilitated discussion afterwards (Q&A)
- Up to 100 participants

2. The future for book exhibitions and their audiences

- Findings of survey
- 2 case studies on Covid-19 in exhibitions
- Facilitated discussions in break out rooms
- Up to 40 participants



CENL
Foundation Conference of European National Librarians



- ~ open space to other groups -
do an event - festivals, films, fashion
- ~ marketing people. Customer journey
specific plotting of route etc.
- ~ bespoke guided tours → no one came!
~ insulted
- ~ Communication, building trust
~ dialogue
- ~ "pop up" events ~ flash mobs
- ~ sharing obsession ~ performance
~ podcasts
- ~ "imagining audiences" ~ reality check
~ time
- ~ Digital ~ how reach people?
- ~ opportunities
- ~ Social Media

WHAT ARE THE MAIN STRENGTHS OF LIBRARIES & BOOK MUSEUMS?

Restaurant
Dinner Folkklubs ALA
19:30 P. FIELD ST. 10