

The Library of the Future

-LIBRARY MARKETING IN MODERN SOCIETY-

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Introduction

This module called Learning by Sharing within the area of Library Marketing in a Modern society is supposed to be given as a seminar following with a home assignment and a workshop. This module can either be taken separately or together with the three other modules in the area of Library Marketing in a Modern society.

The size of the group should not be bigger than 20 participants.

Focus

The focus in this module is to learn how to communicate a library and to learn how to use feedback and share knowledge and ideas. This module will also give the chance for the participants to learn more about eachothers view of the libraries but also give them a tool and train them in how to communicate their libraries to different persons. Focus is kept on positive feedback to let people grow.

Course design and previous knowledge

The course is designed in two parts, one part will be held as seminar to an workshop using a tool to create a business model and the second part is held as an. The training is divided into two sections, where the first one is used to give an overview of the Library in the aspect a business and the second part gives an overview of the marketing possibilities and the importance of who is the customer/market and what combined with

To do workshop you would need to have knowledge in NABC and feedback culture.

Schedule

This is the recommended time schedule.

Learning by Sharing	NABC introduction	Seminar		1 h
	Write NABC	Home work		2 h
	Train presentation			
	Presentation & Feedback	Workshop	Presentation	4-8h

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Material

General presentation to the NABC model and pitch. This could be used to prepare the first seminar.



NABC Future
Library 2014.pptx

Script pitch



Pitch Future Library
2014.docx

All material is based from the NABC model developed at SRI (Stanford Research Institute in Palo Alto, USA) and general knowledge from different presentation techniques.

Trainers instruction

An educational idea behind the design of the course is that important way in which participants learn is with and from each other. A key element is therefore the seminar and the workshop where the participants interact with each other and with you around the course topics.

Your role in the module is to give an overview of the presentation/pitch tool NABC and to facilitate a workshop where the participants will do their presentations and get feedback.

The trainer's role is to

- moderate the seminars (or webinars): support the participants' learning
- encourage the participants to introduce themselves on the learning platform/seminar (unless everyone already knows each other) (15-30 minutes)
- answer questions and monitor discussions on the learning platform (the group can decide on voluntary discussions) (time depends on amount of questions and discussions)
- assess the course in the following ways:
 - keep track of active participation in the seminars
 - assess that all participants have been active in the pitch

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Training preparations

Prepare one presentation around the NABC-tool using the attached presentation NABC Future Library 2014. You find it in section material.

Printout or make sure the students get the script of the presentation to be used for the home assignment.

Prepare the workshop so you have the instructions for how to give the feedback and plan the presentation. Suggested agenda:

- Instructions for the workshop (the feedback team, the time, why)
- Pitch 4 min remember to ask who the presentation is given for
- Feedback from three participants (one giving only positive feedback, one giving constructive feedback and one giving feedback pretending to be the customer/person whom the pitch is prepared for)
- Summary and discussion

Note, the feedback should always be given in a positive way even though it is about a weakness. The word “but” is not allowed to be used. Instead always use “and”.

The feedback should be given on the pitch itself, the presentation, the content and all the different sections (NABC).

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Learning outcomes

This module is built to achieve the following areas of knowledge:

- NABC model (developed at Stanford Research Institute in Palo Alto, USA)
- Positive feedback culture

After completing the course, the participant will be able to

Learning Outcomes	
Knowledge	Skills
.....communicate your library using a NABC model	
Be familiar with how to quickly define, create, and communicate the highest customer value for a library	Analyze a library with the NABC perspective and use the same model for doing a pitch for the same. The NABC method is
...positive feedback culture	
Be familiar with how to use a positive feedback culture during a pitch	Learned how to use and instead of but when giving feedback.

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Module Assessment/Certificate

The module contains one seminar and one workshop and one written homework assignment.

The successful participant is expected to have concluded the following tasks in a satisfactory manner:

1. Active participation in both the seminar and the workshop.
'Active' is defined as having contributed to the groups' discussion and/or made presentations.
2. Preparation of a powerpoint presentation and a verbal presentation according to guidelines for a NABC.

Prepare a Certificate to Module 3 Learning by Sharing (not mandatory)

Evaluation

We assume there is a general template for evaluation the module that you can use.