

# Training and Marketing from Digipalooza 2011

By

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Reference Department  
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# What I learned

- eContent use is growing at a phenomenal rate
- A well trained staff (that is comfortable with eBooks) really can help them grow with your community
- Running programs to educate patrons about eBooks and to expose them to the technology is also very helpful

# What does staff need to know

- That we have these resources available.
- How to get to them
- Difference between the various formats (much of that will be going away!)
- Comfort with OverDrive and with at least some of the devices

# Availability

- We must be sure that staff knows that these things are available
- Then we must be sure they are cognizant of the fact and offer it as an option to patrons



# Searching and Acquiring

- Staff should be able to search for items and know how to download them
- It would help with their ability to sincerely recommend this as a format for patrons

# Formats

- Staff should at least be cognizant that there are different formats and that not all formats will work with all devices.
- This should be disappearing somewhat in the future but for now it's really handy to know
- Staff wont know all of the format answers but they should be able to know where to look

# Building Comfort

- Training and time with devices
- At least one library mentioned that they had devices that they loaned to staff

# What do patrons need to know

- All of the same stuff
- Lots of help available
- Educating patrons goes right along with marketing...



# Getting the word Out

- What a great idea, use an old laptop (windows98) to run PowerPoint
- Make buttons and T-shirts

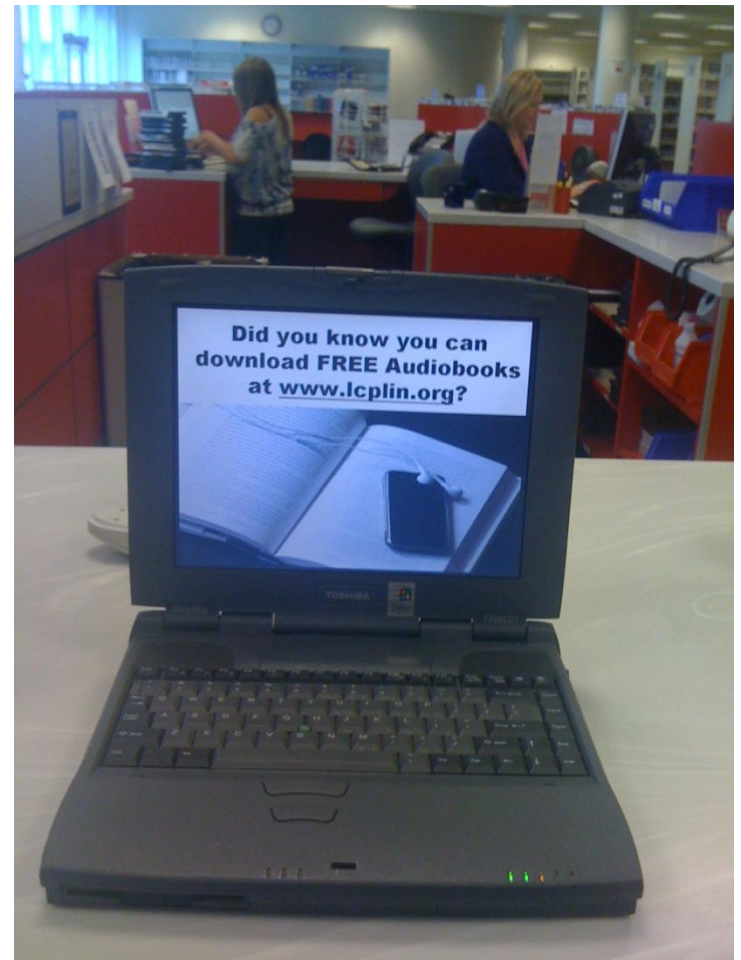


Image from Julie Bradford's presentation

# Classes

- Classes for patrons
- Giveaways & themes



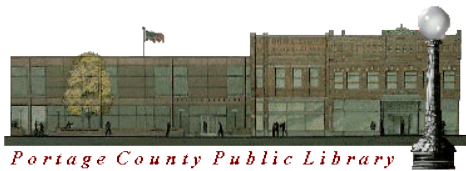
From Richard Loomis presentation

# Going Further

- Marketing farther and wider (court house, mall)
- Tour branches and other venues (Dunkin' Donuts)
- Always have a giveaway



# Thank You



*Portage County Public Library*

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