



## **Show It Off: Increasing Circulation through Merchandising**

*Workshop Agenda  
Spring-Summer 2008*

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**Instructor**

An Infopeople Workshop

### **Merchandise Your Collection: Why and How-to Basics**

- ◆ Factors that impact library circulation
- ◆ Benefits of using merchandising to increase circulation and customer satisfaction
- ◆ Differences between standard library shelving and merchandised displays
- ◆ Using merchandising with retail style fixtures for permanent collection display  
*Exercise #1: Develop Your Merchandising Eye*
- ◆ Identifying/creating collection “zones”  
*Exercise #2: Getting in the Zone*

### **Get in the Library Merchandising Zone: Creating Unique Environments**

- ◆ Creating unique zones and environments for different collections and customer needs
- ◆ Creating a sense of welcome, comfort, and excitement  
*Exercise #3: Merchandise That Space*
- ◆ How to use temporary merchandising to spotlight small portions of the collection  
*Exercise #4: Adding Merchandising @ Your Library*

### **Getting Staff Buy-in for Merchandising**

- ◆ Transitioning to merchandising the library from the staff point of view
- ◆ Methods for involving staff: Walk throughs  
*Exercise #5: Walk Through*
- ◆ Methods for involving staff: Morning briefings

### **Make It Happen! Keep It Going!**

- ◆ Value of using talking points with staff and customers  
*Exercise #6: Talking Points*
- ◆ Managing change with staff and customers
- ◆ Developing merchandising standards
- ◆ Methods to evaluate the impact of merchandising on circulation and customer satisfaction  
*Exercise #7: Action Plan: Putting It All Together*

### **Summary and Evaluation**

*There will be two 15-minute breaks and 75 minutes for lunch.*

