



Retailing and Wayfinding for Libraries

Workshop Agenda

Spring 2007

Linda Demmers, Instructor

How's Business?

- ◆ The Science of Retailing
- ◆ Identify the Competition
Exercise #1 Learning from the Competition

Location, Location, Location

- ◆ Site Selection Criteria
Exercise #2 Location Check-up

First Impressions

- ◆ Identification and Branding
Exercise #3 What Does a Library Look Like?
- ◆ Welcome In
Exercise #4 The Welcome Mat

Navigation and Wayfinding

- ◆ Facilitating Wayfinding in Physical Space
- ◆ Graphics and Signage, Audible and Tactile Tools
Exercise #5 Keep It Short
Exercise #6 Cut the Jargon
- ◆ Site Logic

What your Customer Needs

- ◆ Physical Needs
- ◆ Accommodation
Exercise #7 Here Come the Kids

What Retailers Know

- ◆ Physical Layout
Exercise #8 Breaking Traditions
- ◆ Conversion
Exercise #9 Extending the Stay
Exercise #10 The Impulse Buy

Summary and Next Steps

There will be two 15-minute breaks and an hour for lunch.