HELLO!
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Today’s Objectives
◈ Understand why and how book tasting will work to increase engagement with the library collection.
◈ Identify a target audience and purpose for your own book tasting.
◈ Take away sample book tasting materials including Goodreads booklists, Book tasting menus, slideshow template, supply lists, and more.
◈ Create a book tasting event from start to finish.
10/30/18

Outline
- The 4 W’s of Book Tasting
- Examples
- Book Tasting from Start to Finish
- Book Tasting Tools
- Q & A

POLL: Who has participated in a Book Tasting or Speed Dating with Books Event?
- I have hosted/participated in one of these events.
- I know of some examples of these events.
- This concept/event is new to me.

1. The 4 W’s of Book Tasting
   Let’s start with Why.
Every single person knows what they do, 100 percent. Some know how they do it... But very, very few people or organizations know why they do what they do... By "why," I mean: What's your purpose? What's your cause? What's your belief? Why does your organization exist? Why do you get out of bed in the morning? And why should anyone care? As a result, the way we think, we act, the way we communicate is from the outside in, it's obvious... But the inspired leaders and the inspired organizations -- regardless of their size, regardless of their industry -- all think, act and communicate from the inside out.

-Simon Sinek, How Great Leaders Inspire Action
2. Examples

More examples than we have time to share!
3.
Book Tasting from
Start to Finish
Your detailed guide.

Who
Identify
Target Audience

Define your objective
Choose your Theme/Subject

Materials
+ Paper Placemats
+ Centerpiece
+ Table Numbers and Stands
+ Pencils
+ Garbage Cans
+ Refreshments and Snacks
+ Plates, cups, napkins
+ Projector/sound
+ Fun props
+ MENU

Books
+ Multiple Copies of the same title or
+ Multiple examples of the genre
Layout Options

Coffee Maker with Cocoa

Premade Plates

Layout Options

Place setting with one book or multiple books

Table signage

Layout options

Standing only

Flow

Music as transition
4. Book Tasting Tools
Create menus and more.
5. Questions
Ask me any questions. Share YOUR ideas.
How likely are you to implement book tasting?
Let’s continue the professional learning by connecting on Twitter @librarymax.

THANKS!
Any questions?
You can find me at @librarymax & angelajmaxwell@gmail.com

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