

Reindeer, Inflatables & Beauty Queens, Oh My.....

How to Offer Special Event Programming at Your Library

Presented by the Children's Programming Team
Jessamine County Public Library



LIBRARY SPECIAL EVENT PROGRAMS

- What are they?
 - High-interest programs with wide community appeal
 - Often pulls from popular culture
 - Supplements your regular programming schedule
 - Offered sporadically throughout the year (annually, semi-annually, etc.)



LIBRARY SPECIAL EVENT PROGRAMS

◎ Why Bother?

- Library becomes a “destination” in the minds of patrons
- Brings in new library users
- Appeals to a wide audience range
- Garneres a lot of community attention for the library
- Reinforces that the library is a community asset
- Provides opportunity for community partnerships
- Staff morale booster
- They are FUN, FUN, FUN!!

LIBRARY SPECIAL EVENT PROGRAMS

○ Potential Challenges:

- Staff and time intensive to plan and implement
- Can be expensive
- Hard to estimate turnout
- Have to be prepared for every possibility
- Often have to rely on others outside the library (performers, companies, etc.) and things happen
- Problem solving on the fly required
 - Back-up plans will be your friend

LIBRARY SPECIAL EVENT PROGRAMS

◎ Planning Process:

1. Identify desired theme or content
2. Identify age group
3. Determine proposed cost
4. Figure out staffing needs
5. Break down the program into all its pieces and figure out the flow of the program
6. Publicize, Publicize, Publicize
7. It's Show Time!!
8. Debrief afterwards with those involved (staff & volunteers)



EXAMPLE: HALLOWEEN COSTUME PARTY

1. JCPL involvement in community Halloween festivities
2. All ages (everyone likes to dress up!)
3. Price of costumed characters (discount availability?) treats, stickers, etc.
4. People to lead parade/direct traffic, someone to run sound, character handlers, person at each station to hand out treats
5. Order of program:
 - a. Start in meeting room for welcome and line up for costume parade
 - b. Parade around library for all to admire costumes
 - c. Return to meeting room for further instructions
 - d. Trick or treating at stations around the library
 - e. Line up to visit with costumed characters

EXAMPLE: HALLOWEEN COSTUME PARTY (2)

6. Fliers to kids in schools, announcements to storytime parents, posters and postcards in library
7. AAAHHHHH!!!!!!!!!!!!!!!!!!!!!! (1200 people in one hour!)
8. Deep Breath. Next year's tweaks:
 - a) Have posters with outline of program displayed around the room so we're not trying to verbally tell crowd of people
 - b) No costume parade – people were confused
 - c) No treats around the library in stations, perhaps a sticker and piece of candy as they leave
 - d) Have characters located around the library so people can go meet the ones they are interested in
 - e) Hire more characters for next year (princesses)

HALLOWEEN COSTUME PARTY



Of course the staff
have to get in on
the fun!



LIBRARY SPECIAL EVENT PROGRAMS

◎ Helpful Tips:

1. Have enough helpers
2. Make sure you have the support of your administration and the rest of the staff
3. Sweet vs. the meat
4. Know your community and what they are interested in
5. Be prepared to nicely explain to patrons why you can't offer the program more often

Lego Club



Lego Club



Princess Party



Princess Party



Fall Break Family Program



Fall Break Family Program



Fall Break Family Program



Infant / Children's Clothing Swap



Nutcracker Storytime



Nutcracker Storytime



Nutcracker Storytime



JCPL Block Party

Day's Events:

Live Music
Food Vendors
Inflatables
Community Booths
Lego Display
Martial Arts Demonstration
Ballet Presentation
Antique Tractor &
Classic Car Show
Model Train Display



JCPL Block Party



JCPL Block Party



JCPL Block Party



Day of Holiday Cheer

Day's Events:

Carriage Rides

Hot Chocolate & Cookies

Holiday Music provided by
Local Choirs

Polar Express Storytime with
a visit from Santa
& live reindeer



Day of Holiday Cheer



Day of Holiday Cheer



Summer Reading Preview Party

Day's Events:

Pass out SR Info
Inflatables
Face Painting &
Temp. Tattoos
FREE Books for the kids
Food Vendors
Pony Rides
Petting Zoo
Rock Climbing Wall
Crafts (sometimes)
Prize Drawings



Summer Reading Preview Party



Summer Reading Preview Party



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Summer Reading Preview Party



Summer Reading Preview Party



Resources

Kentucky Characters - <http://kycharacters.com/>

Miss Kentucky - <http://www.misskentuckypageant.com/>

Miss Kentucky Contact, Kim Canter @ kimgocats@aol.com

Reindeer Booking - <http://www.lifeadventurecenter.org/>

QUESTIONS?

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