

The Proper Care and Feeding of Presenters and Performers



Valerie Edgeworth
Continuing Education Consultant, KDLA

Mission Possible

Look to your library mission statement to determine appropriate programs to offer.

Library programming is directly aligned with the public library's vision: to lead the way to lifelong learning and enjoyment. Programming is a means for presenting information and providing educational opportunities on a broad variety of topics as well as providing cultural and recreational benefits to those who attend. Programs will be developed in response to an information or entertainment need existing in the community. Programming, along with customer service, should be designed to support materials circulation.

~ Carroll County, MD

Library Initiated Programs as a Resource (ALA)

Program Categories



Program Goals

- Promote book and AV use and circulation.
- Highlight special collections.
- Promote the use of library services – reference, tutoring, computers.
- Get new people in to the library
- Provide free educational and entertainment opportunities to the community.
- Increase library visibility and create community buzz.

Wait, Wait, Don't Tell Me...

What do you need before you start contacting performers?

You guessed it - policies!

Save Yourself Some Trouble with a Programming Policy

Detailed or general, at its heart a programming policy spells out the procedures you need to use.

- Who will be responsible for planning programs? Who will approve program plans?
- What does the library consider to be a “program” and are certain types of programming given priority?
- What will be required of presenters? Who will be approached to give programs?
- Will the library charge a fee for programs or require pre-registration to attend? How will program statistics be tracked?
- This is also a good place for any statements regarding audience complaints and language supporting the library’s duty to accommodate people with disabilities.

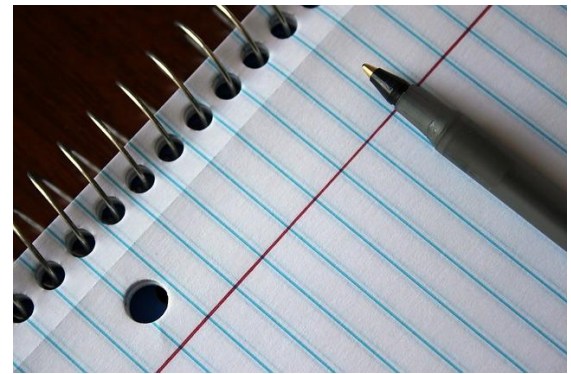
Sample Programming Policy

The Palm Beach County Library (Florida) has generously provided a copy of their policy.



A Few More Policies

- Program Request Worksheet
- Budget Worksheet
- Meeting Room/Facilities Use Policy
- Food & Beverage Policy
- Photography Policy



You also want to be sure that any programming you do is covered under your library's insurance policies – especially if your programs involve animals or audience participation.

Program Timeline

12 Weeks Before Event

Develop program idea

Submit program planning form



10 Weeks Before Event

Contact performer, Sign agreement

Reserve room & equipment



8 to 6 Weeks Before Event

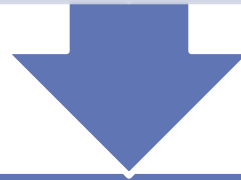
Send confirmation packet to performer

Create promotional materials

4 Weeks Before Event

Purchase supplies, create book lists, reserve materials

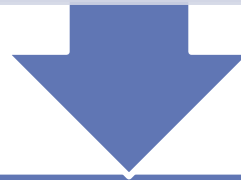
Begin to in-library promotion, Open registration



3-2 Weeks Before Event

Write introductions and check information with presenter. Ask about any last minute requirements.

Send out press releases



1 Week Before Event

Confirm again with presenter - phone or email. confirm payment with library.

Continue publicity and registration

Day Before and Day Of Event

Set up room (tables, materials display) and test any equipment

Remind library staff about program. Be ready to help the performer or answer questions. purchase food and any last supplies.

At the Event

Stay in the room!!!!

Welcome audience, Introduce performers, Promote library materials and future events, Take promo photos, Thank the audience and performer.

Immediately After Event

Distribute evaluation.

Assist performer and audience, Distribute payment, Collect any last minute information or signatures. Write thank you notes.

Program Planning / Approval Form

- Date, time
- Attendance
- Topic
- Age Group
- Books
- Media
- Activities
- Supplies needed
- Preparation
- Presenter information



The 4 Most Important Pieces of Paper

- Letter (call, or email) of Invitation
- Confirmation Letter and/or Presentation Agreement
- Evaluation
- Thank You Note(s)



Make things simple by saving these files to a folder for master documents only – then simply edit and print new versions each time you host a performer.

Letter of Invitation

The Letter of Invitation Should Always Have

- Library name, location, contact info.
- Your name, job title, phone #, email.
- Why the program would be a good fit for the library.
 - Audience appeal, fits with a special theme, topic of interest
- When you would like the program (date & time)
 - Be sure to note if you are flexible – “any Saturday in August”
- If the performer does several different programs note the one you are interested in.
- Program length and format.
- Honorarium, if one will be offered.

Confirmation Letter/Agreement

At minimum the confirmation letter should contain

- Date, time, location of presentation.
- Contact information.
- Title of the program to be presented.
- Drop date
 - The final date when you can cancel the program and not be charged, because of low registration numbers or unforeseen circumstances.
- Any special equipment or other needs.
- Honorarium or other conditions of payment if applicable.
 - This may be a total (\$500), a per-head fee (3.00 per person, minimum 10 people), or other arrangement (travel reimbursement).



Sample Confirmation Letter

- I enjoyed speaking with you on (date)
- This confirms that you will present.....at.....on.....
- If this meets with your understanding of our conversation
- Please sign a copy of the enclosed presentation agreement and return to my attention
- Thank you
- I look forward to working with you

Sample Presentation Agreement

- Date / Time of Presentation
- Presenter/Program information
 - Title/Theme of Program
 - Location of Program
 - Targeted Audience
 - Length of Program
 - Equipment Needs
 - Special Needs (be specific)
- Cancellation Policy

Presenter Agreement

“General Rules of Conduct”

Permission to Photograph

- I _____ am 18 years of older
- I understand that the City of _____ my photograph or videotape the events or activity I am participating in
- I give my permission for the City to use.....for the purpose of promoting the library and its services
- I give my permission with the following understanding.....
- No compensation will be paid.....

What About When They Come to You?

- Introducing the small but mighty Program Presenter Application.....
 - This is a short two page application form you can use to evaluate potential library programs.
 - Use the application in conjunction with the Program Selection Checklist or by itself as an “interview” of the program and presenter.



Smooth Sailing



All your forms are filled out, the presentation is scheduled, now make sure things run smoothly!

Create A Reusable Packet

- Copy of confirmation letter & event itinerary.
- Directions to the library
 - Include a small photo of the building if you have one, and any parking instructions.
- Contact information for the library employee greeting the performer and attending the event.
 - Include a cellphone or unpublished number in case they can't reach you on the main library line!
- Promotional materials you have created for the event & a link to the library website.
- Room set-up list
 - Include technology, any supplies you have agreed to provide, a room diagram, attendance estimate.

Tip: Create a packet you can reuse with every new performer – save it to a document master file for easy printing and emailing. Send it to the performer a few weeks before the event



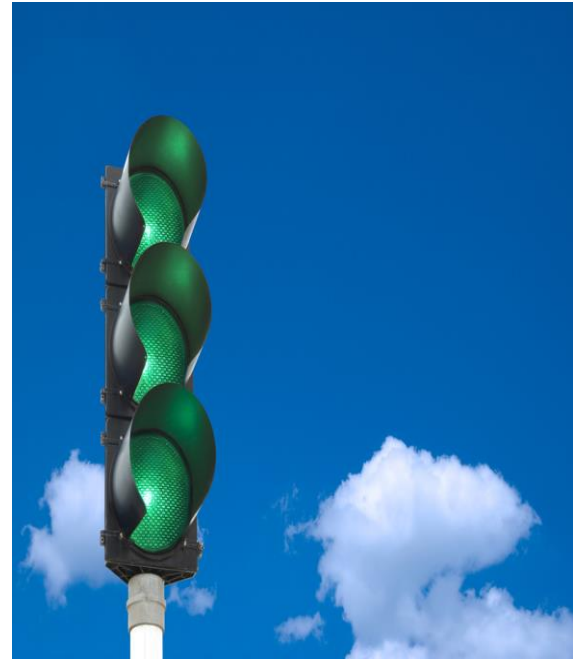
Gather a Crowd



Publicize and Promote!

Promo Items - Contents

- Name of the library
- Library address or other program location
- Event Title
- Day & Date of Event
 - Thursday, May 26th
- Time
- Contact information – phone, email, website
- Concise description of the program
- Registration information.



Promo Item Ideas

- Library newsletter / calendar
 - Print and online
- 8X10 display signs
- Half-sheet flyer to include with materials at checkout
- Bulletin board advertisement
- Bookmark
- Display of books & AV items
- Press Release



Sample Press Release

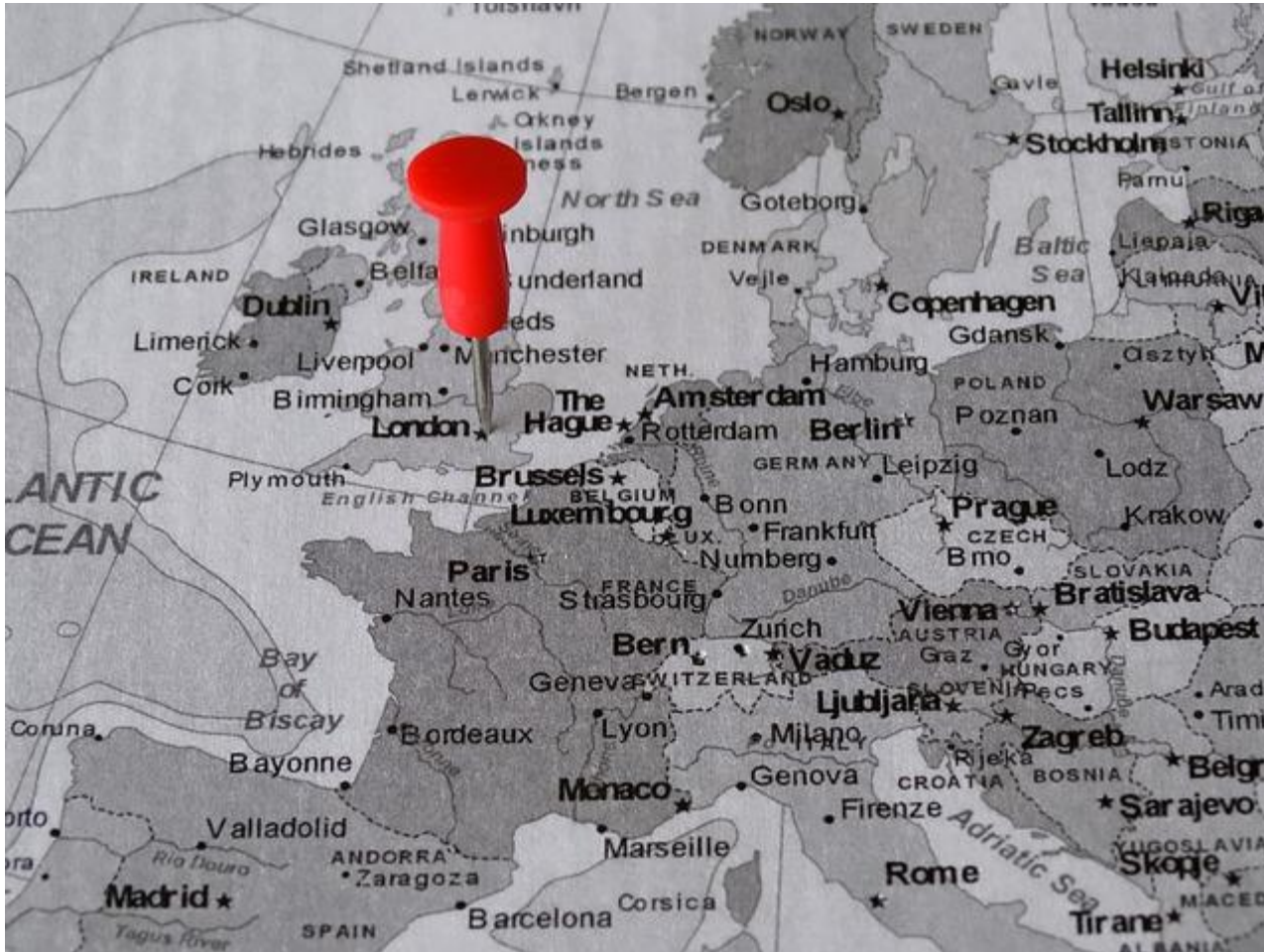
Sample 30-Second PSA

Registration Required



Requiring registration for programs has many benefits – track registration for an attendance estimate and call registered patrons a few days before you program as a reminder

Working On Location



Booking the Location

- Claim the room as soon as you confirm a date/time.
- The week of the program, remind library staff you will be using the space – don't let it be double booked.
- If you will be using space outside of the library have the contact information for the facilities manager of the location you will use and call them the week of the event as a reminder.
 - Also remind the performer that the event is library sponsored but will be held at “such and such” location!

Location, Location, Location

Tip: Think about other community events when scheduling a program.



Setting Up The Room

- Know the capacity of your room & ask the performer how many people their program can accommodate.
- Arrange the room logically.
- Most presenters will assume you have this technology available:
 - Laptop
 - Wireless Internet
 - Projector
 - Microphone
 - Screen
 - TV with DVD player

Location, Location, Location

Tips: Have the room set up as far in advance as possible.

Make sure you know how to use any technology and test it the day of the event!

REQUIRE ALL POWERPOINT PRESENTATIONS BE SAVED TO A USB FLASHDRIVE



Location, Location, Location

Tip: Before the start of your program check the restrooms – they should be working, clean and have TP!



Location, Location, Location

Tip: have a sign or person ready to direct arriving performers to any unloading or parking zones.

Greetings!



Smile and say “Hello”



Greetings!

Tip: Offer to help unload and prep the room. If you will be unable to assist, tell them ahead of time!

The T.I.S Introduction

T - Topic

I - Importance

S - Speaker

Greetings!

Tip: Introduce the presenter or performance group. This is also a great time to promote related book displays and future programs.

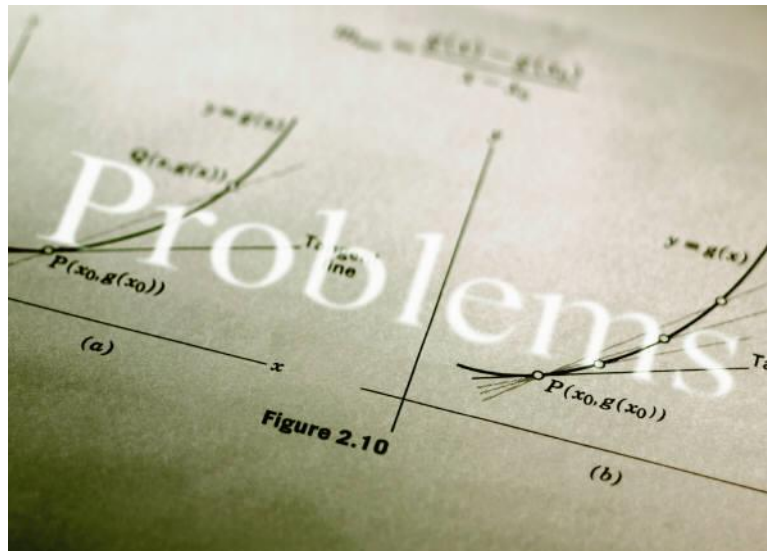


Stop! Halt! Freeze!
Stay in the Room!



You're not done yet – you need to attend the program.

Stop! Halt! Freeze!



Tip: Stay in the room. It's the polite thing to do. You also need to be available in case of a problem or emergency and to evaluate the program.

At the Finish Line



Evaluations and a Thank You

At the Finish Line



Tip: Get feedback with an evaluation. Pass it out at the end of the program and leave a box for attendees to turn it in. If you can't get a crowd-sourced evaluation, you should fill one out while you still remember the program and number of attendees.



At the Finish Line

Tip: At the end of the program thank the performer, have payment ready, and send a thank you note. Remind the audience about book displays or future programs.

Thank You Note

What to Say

- Thank the presenter by name.
- Include the performance title, date, and library name.
- Share the number of patrons attending.
- Send it snail-mail.
- Send notes to any organization providing funding or prizes.



What's the Worst That Can Happen?

What if the performer never shows and you have a restless mob?

- Apologize and give a reason for the problem
- Thank the audience and offer to take names and contact them to reschedule
- Offer to take them on a library tour or give a standby program.



The Final Word: Service With a Smile



Presenters, performers and patrons are guests at the library. Be polite. Be firm. Represent your library well.

Any Questions

To download the PDF:

- In the Files box, click the PDF
- “Download File(s)”

- In the pop-up window:
 - “Click to Download”
 - “Save”
 - Choose where to save file
 - “Save”

Contact us!

kdla.certification@ky.gov



[@KDLALibDev](https://twitter.com/KDLALibDev)



facebook.com/KDLACE