

## Lobbying for Libraries in Greece – Ideas and Examples from Germany

### FOIL 1 Title

Dear colleagues,

I am very enchanted to be here as a guest. If have been in Greece many times, but this is the first visit as a librarian. Thank you very much for the invitation - I am glad to be here today. If you have any questions, don't hesitate to ask, also **during** my presentation.

I have been CEO of the Public Library in Würzburg, Bavaria, for many years, since Nov. 2008 I am director of the Public Library of Cologne – one of the biggest library systems in Germany with a central library, 12 branches, a library bus, the Heinrich-Böll-Archive and the Germania Judaica – a special collection about jews in Germany.

### FOIL 2 Map

**QUESTION:** Where is Cologne? What do you think, when you hear – COLOGNE?

Cologne is **the fourth biggest city in Germany** with more than **1 million inhabitants**. It is one of the oldest cities in our country and is situated on the river Rhine. Cologne has **the biggest university in Germany** with about 70.000 students, industries like the Ford Car Company and is a media centre with many publishing houses and TV stations.

### FOIL 3 City

On the pictures you can see the most typical building - the **dome**, which is a world heritage landmark. Something very special is the **carnival**, which is called the 5<sup>th</sup> season of the year or also well known is the famous **Eau de Cologne**, which was invented in our city. But let's go to the library...

### FOIL 4 Library inside

The library also has a long tradition, but the building is only 30 years old. It is a modern and functional building which was opened by the cologne Nobel Prize Winner Heinrich Böll in 1979. We just started to remodel it – with a reading lounge, a café, a special cultural display window and a multimedia learning studio.

## FOIL 5 Basics for Lobbying

Our topic today is “Lobbying for Libraries in Greece – Ideas and Examples from Germany”, but before I talk about details of our nationwide action week, we have to start with some basics about lobbying which are e.g.

- their **branding**
- the **image** of the libraries.

What do your users, and also the local administration, think when they hear the word library? Is there a positive image? To improve our services is the one thing, but it is also necessary to communicate the broad context of the organizational identity of the library and to promote a positive image of the library. So try to get connected with the media – on the local level: visit them, try to introduce yourself, go to local meetings! This is part of your branding.

Branding is a combination of elements: the library name, the name of a library service or product (e.g. Ask a Librarian), symbols, logos, consistent design of publications, etc. These elements give a product or service its own personality and establish an association in the mind of the user.

## FOIL 6 Branding

„Library as a brand“ this expresses a promise of quality about the services of the library. Never promise something you cannot fulfil.

### 7 Elements of a Brand

1. Brand Name
2. Label, Logo, Corporate Design
3. Product Design
4. „Packing“
5. Slogans
6. Brand Awareness
7. Constant Quality



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There are different reasons for improving the image of libraries...

## FOIL 7 Current situation

-Bild zeigen und weiterklicken

## FOIL 8 Why do we need a good image? Smiley

We cannot serve everyone perfectly, but the aim of library work is to satisfy as many customers as possible by using resources optimally. Therefore our library and also a campaign for libraries must have a clear profile and clear strategic fields. For the **German library campaign** they defined the following fields:

- Reading
- Information and Media Competence
- Lifelong Learning
- Further Education.

All these strategic goals are forming our **IMAGE**. To improve their reputation libraries must create **positive images**.

Two places to start are to **create a clear campaign profile** (who are our clients and what do they need?). Furthermore it is important to set **goals**, to **create a corporate design and to do good PR**. These are all essential **ingredients for a successful lobbying project and also for the fundraising and sponsoring of the campaign**.

Numerous studies prove that satisfied customers relate their positive experience to three people, whereas dissatisfied customers tell eleven to thirteen people about their negative experience.

Hence it is **up to four times more likely to create a negative image than a positive one**. Libraries need to take action with regard to customer satisfaction, since, in the face of ever increasing competition in the leisure, education and culture sector, they must retain their ground and present themselves to their customers as an attractive option.

The business sector has known this for a long time now and has responded accordingly. Marketing has undergone a fundamental change over the last few years. “Influence marketing” has been replaced by “relationship marketing”. The information age has made it easier than ever before for customers to find information about competing offers. The focus, therefore, is increasingly on positive customer relationships. The spotlight is on **creating trust**. That is why marketing expert, Philip Kotler, views the service provider – in this case the library – more as a “gardener,”

who grows and nurtures customer relations, rather than as a “hunter,” who chases customers.

**To finish this part...** Good library service is not a question of money, but of the philosophy, the attitude of mind that permeates an organisation, the entire staff. Goods are used, but service is experienced. The public image of a service is born primarily out of the experiences of people. It crystallises gradually. People who work in the library are the most important marketing resource. The deciding factors are our own attitudes, our commitment to the community, to the people who are, indirectly, our employers.

FOIL 9

## Essentials for the Image

- C o m p e t e n c e
- R e l i a b i l i t y
- P r e s t i g e
- E x c l u s i v e n e s s

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The Question isn't:  
How can we get money or attention?

But:

How can we get others into  
our ideas and work?

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Foil 10

**FOIL 11** How to deal with politicians and the public!

• No complains• Good news• Surprise your customer• Define succesfull methods• Present your normal work different

**FOIL 12** Lobbying on different levels:

- local, regional, national

## National Campaigns

- Image Brochures – „21 good reasons for good Libraries“
- World Day of the Book (23.04.)
- Regional / National Library Day
- Library Week - „Germany is Reading“  
... is Library Policy



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**FOIL 13**

## FOIL 14

### Concept:

A nationwide week of action for libraries was held in October 2008 for the first time in Germany and the second will be in November 2009. In one week (6.-13.11.), all our libraries will be in the limelight again: with many lectures, events, story hours, library nights etc

In the future the DBV will organize this kind of campaign every year and all kind of libraries – public and academic – are taking part. The approach is an **annual nationwide campaign** for the libraries for aspects of library work like

- Reading
- Information and Media Literacy
- Training and Lifelong Learning.

It is the **biggest German library festival!** So *every library* gets better attention. In addition to the libraries **own local PR** there will be PR with a **website** managed by DBV (German Library Association) with a **national (central) event calendar** as well as with posters, bookmarks, invitation cards in a corporate design (made available by the DBV). At the same time there will be **ads with prominent persons** in national newspapers; and the DBV is responsible for the **national media campaign**. By this means libraries want to point out very specifically and clearly what they can contribute to information and media literacy.

### The national library campaign

- reaches all ages, all classes and all regions;
- demonstrates the competence and leadership of the libraries in the key skills "reading" and "media and information literacy" as the basis of education;
- promotes greater awareness of libraries and their services for the knowledge society and as an educational partner of kindergartens and schools (elementary)
- shows the wide range of creative offerings in libraries to the fields of language, education, vocational training, life management, lifelong learning, knowledge and media literacy and targeted services for people with an immigrant background,

- is sustainable, because even after the action week the offers of all libraries are available for others.

### **FOIL 15 / 16 Model Austria and other countries**

The model was the Austrian Library Campaign, which starts for the third time this October: “Austria reads. Meeting Point Library”. The Austrian campaign won the Austrian Public Relations Award 2008.

**16** The DBV also checked the campaigns in other countries like the USA or in Scandinavia.

### **FOIL 17 The Vision is:**

- Change of the old-fashioned library image: Libraries will be perceived nationwide as future-oriented educational and cultural institutions.
- All kinds of libraries are in the boat!
- The program is not only based on literature. There are many events based on non fiction or information literacy – they represent all aspects of library work.
- Huge media coverage is a major goal
- A diversity of programs – a diversity of target groups and participants: from the baby to the senior, from the illiterate to the scientist...

### **FOIL 18**

• German Library Association • 11.500 Libraries • Other library Associations • ekz – the biggest library supplier • Goethe Institut  
And media partners like TV and radio stations, newspapers...

### **FOIL 19 Basic elements and organisation**

**Libraries** - Organize all kinds of events and pay for it or find sponsors

**State and Religious Institutions** Give information and do PR work on regional level; support libraries in practical things

**German Library Association** - Organizes a nationwide event, Website, PR materials (CD), PR-Campaign; *Financed by the Ministry of Education and Research*

- DBV is organizing a **nationwide press conference** to launch the action week.
- The announcement of the Action Week takes place through the daily media.

- DBV sends several mailings to its 2,000 members libraries. The government and church agencies send this information to the libraries in their work areas.
- DBV provides materials and support for the libraries on their website: eg event calendar, ideas, documents.
- The ekz is responsible for the mailing of promotional materials to participating libraries.
- The libraries are organizing about 5,000 events, they contribute to the central event calendar on the website and take over the local PR.

### **FOIL 20 Financing**

1. The Federal Ministry of Education and Research plays the central role by financing the e campaign (corporate design, advertising, posters and other printed materials, website, coordination).
2. The library institutions (including municipalities, counties, churches) finance and support the events of their local libraries.
3. Additional funding by sponsors.

### **FOIL 21 Media Partners**

- Regional and National

TV stations, magazines, newspapers like Süddeutsche Zeitung or Die ZEIT•

Infomails for all libraries participating

- *Marketplace of Ideas* at the Library Congress
- Event Calendar and Website with Tipps
- PR-Materials (Corporate Design)• Events in all Partner Libraries **Total 4673;**

4210 during the campaign,

463 at different times