

## **Raising awareness of the *new* European Library:**

*A competition for CENL, LIBER and CERL libraries*

**Do you have great ideas about how to promote awareness and usage of *The European Library* in the research community? If so, we would like to hear from you!**

We invite members of CENL, LIBER and CERL networks to enter a competition for the most innovative and cost-effective strategy to maximise awareness and usage of *The European Library* portal amongst researchers – both directly and also via communication with other libraries.

### **What are we looking for?**

We are looking for a marketing plan (maximum 4 pages of A4) that outlines the initiatives your library will implement to promote awareness of *The European Library* following its launch in June 2012 and for the next 12 months.

The primary focus of the plan should be on communication to the research community in your institution. However, it should also cover communication to researchers more widely in your country via research and library networks.

### **What's the timescale?**

- 9 May 2012: Deadline for submission of marketing plans by CENL, LIBER and CERL libraries.
- 11 May 2012: Five shortlisted libraries will be invited to give a presentation during the joint meeting of The European Library/Europeana Libraries in Bucharest, Romania on 22 May 2012. *(Please note that the cost of travel to Bucharest, and accommodation for one night, will be paid for one representative from any shortlisted library from outside the Europeana Libraries project or CENL network.)*
- 22 May 2012: Presentations by representatives from shortlisted libraries during The European Library/Europeana Libraries meeting, and announcement of the winner during dinner.
- 27 June 2012: A representative of the winning library will be invited to give a presentation at the Europeana Libraries/The European Library workshop at the LIBER conference in Tartu, Estonia.

### **What are the prizes?**

All shortlisted libraries will win an e-book reader.

In addition, the winning library will get:

- An expenses-paid trip for one representative to the LIBER conference (including flight, accommodation and delegate fee), and the chance to make a presentation to an international audience of 60 librarians at the Europeana Libraries/The European Library workshop on 27 June 2012.
- The opportunity to be featured in the Europeana Libraries newsletter and to be credited in *The European Library* promotional toolkit which will be widely distributed to library partners to encourage and guide their promotional activities.

### **Who are the judges?**

The judging panel will include representatives of Europeana Libraries/European Library stakeholder organizations – Susan Reilly (LIBER), Louise Edwards (CENL), Harry Verwayen (Europeana Foundation), Aubéry Escande (The European Library) – and Susanna Lob (Marketing Consultant to *The European Library*).

Participants at the session in Bucharest on 22 May will also contribute to the decision, and their votes will count for 50%.

### **Evaluation criteria**

- **Suitability:** How appropriate is the plan in terms of reaching the target audience?
- **Thoroughness:** Does it exploit a wide range of possible communication channels, and make good use of available promotional materials?
- **Creativity:** Does it include innovative ideas?
- **Cost-effectiveness:** Does the plan make good use of available staff and financial resources?
- **Impact:** How effective is the plan likely to be in increasing awareness and usage of *The European Library* in the research community, and does the plan include details of how the impact will be assessed?

### **About the new European Library**

Redesigned and redeveloped to meet the needs of researchers worldwide, the new *European Library* portal will be launched in June 2012.

It provides a convenient single point of access to the collections of all 48 national libraries of Europe, plus an expanding range of research libraries.

It also offers excellent tools and services to enable researchers to find content of interest with speed and ease.

## **Target audience**

The key target user group for *The European Library* is researchers (including third year and postgraduate students) primarily in the social sciences and humanities.

Librarians also need to be well informed about *The European Library* to enable them to communicate the relevance of the new portal to their researchers, both formally and informally.

## **What promotional materials will be available?**

- Factsheet (A4 double sided)
- Flier (A4 double sided, folded in 3)
- Postcard (A6, double sided)
- Poster (A4 and A3)
- Clickable banner ad for use on websites
- Range of adverts for printed newsletters and journals
- Mousemats for library PCs
- Shelf wobblers/shelf talkers for library shelves

A presentation template will also be available. A guide for users will be available for download from the website.

*Please note: all materials will be in English but design files/templates can be provided to libraries interested in translating the text and/or producing customized versions.*

## **Further information**

You may also like to refer to the [Europeana Libraries End-User Communications Plan](#) – in particular, the Marketing Checklist included in Appendix 6.

If you have any questions, please contact:

- Aubéry Escande ([Aubery.Escande@kb.nl](mailto:Aubery.Escande@kb.nl)) – CENL partners
- Marian Lefferts ([Marian.Lefferts@cerl.org](mailto:Marian.Lefferts@cerl.org)) – CERL partners
- Susan Reilly ([Susan.Reilly@kb.nl](mailto:Susan.Reilly@kb.nl)) – LIBER partners