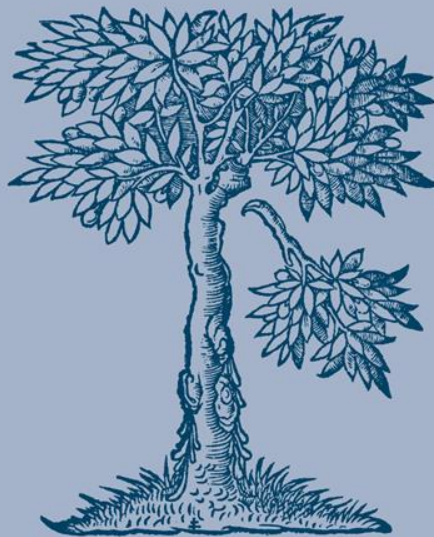
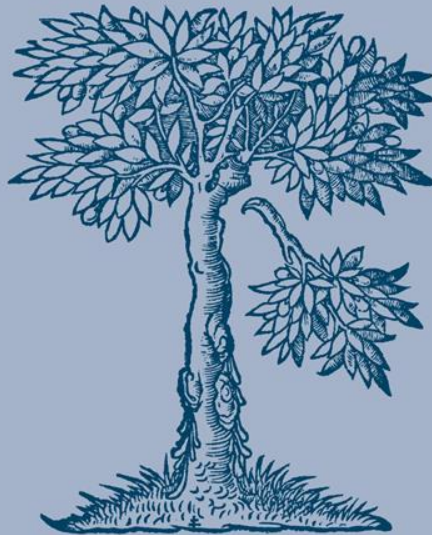


CONSORTIUM OF  
EUROPEAN  
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# CERL Promotion Working Group

Presentation for Annual General Meeting, Antwerp 2015



# Background

- ◆ Working Group comprises: Adrian Edwards (Chair), Cristina Dondi, Kimberley Hart, Marian Lefferts, Timo Schleier and Ingeborg Versprille.
- ◆ Relates primarily to the prioritization of work undertaken by the CERL staff and the website team at Göttingen.



# Promotion Action Plan

- ◆ Early 2014 Promotion Working Group developed an Action Plan to coordinate and professionalise its activities.
- ◆ Approved by the CERL Coordinating Committee and work began straight away.
- ◆ Main programme of work from March 2014 focused on:
  - ◆ Website
  - ◆ Welcoming new members
  - ◆ Raising awareness of CERL and its products through presentations at events and through a re-freshed series of leaflets

# Website

- ◆ Redesigned as well as refreshed homepage; developed new content and navigation. ✓
- ◆ Created a new facility for CERL and the members to promote their events by way of a carousel and timeline. ✓
- ◆ (Ongoing: we need member libraries to provide links on their own websites to the CERL homepage, and for individuals who use Google+ to mark CERL as trusted site).

# Welcoming new members

- ❖ Re-drafted the welcoming letter to include an invitation to new members to put CERL leaflets in their reading rooms. ✓
- ❖ Standard invitation to new members to introduce and promote themselves by contributing a piece for the CERL Newsletter. ✓

# Events & Leaflets

- ◆ Successfully presented CERL to key organisations and at targeted events (e.g. at the Ligatus/CERL Seminar, London, June 2015) ✓
- ◆ Finished updating the series of printed publicity leaflets using a new professionally designed template. ✓



# Next Steps

- ◆ Promotion Action Plan 2014-15 now complete.
- ◆ CERL Coordinating Committee has endorsed a new Marketing Strategy, which focuses on audiences, messages, communication channels, including the enhanced use of social media.



# Join in!

◆ We need your help to:

- ◆ contribute content for the December issue of the CERL Newsletter
- ◆ ensure that our leaflets are visible in your reading rooms
- ◆ provide information about your events for the CERL Website homepage (Carousel and Timeline)
- ◆ follow CERL on Facebook, Twitter and LinkedIn.



# Thank you

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