

# Independent Libraries Conference

East India Club, London • 25-27 September 2019

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## Agenda

### Wednesday 25th September

09:30 Registration and coffee

10:00 Welcome/Introductions

#### 10:15 **Future Library**

We invite you to imagine the future of our libraries in the year 2050.

The session will be led by an external facilitator and will involve small group discussions. All intended to help us get creative, thinking freely and sharing ideas.

11:45 Break

12:00 Feedback from small group discussions

12:45 Lunch

#### 14:00 **Collections**

Matthew Brooke, Director of Collections and Library Services at The London Library will introduce presentations and facilitate roundtable discussions relating to collections:

- Trends in collection use

How are users accessing our collections – what material is of greatest interest?

- Approaches to acquisition of new material

Presentation: Emma Marigliano, Independent Researcher and Consultant, will present how Librarians' interests have tended to shape collections.

Roundtable discussion of how different libraries plan the development of their collections, including:

- The move towards digital
- Challenges in classification
- De-accessioning

- Access and preservation

Presentation: How condition rating guides can help historic independent libraries better manage engagement with their collection - Aoife Larkin (Events and Education Co-Ordinator, Portico Library)

16:00 Sharing the archive

- Presentation: Digitising and sharing Gladstone's Library's archive - Louisa Yates, Director of Collections and Research at Gladstone's Library

17:00 Close

17.30 Drinks reception at the London Library (including tour for those who would like)

19.00 London Library Speaker Event: Kavita Puri, Partition Voices Untold British Stories.

Author and Journalist Kavita Puri: In 1947 British India was divided along religious lines. Millions migrated - Hindus & Sikhs to India, Muslims to Pakistan. Many whose lives were so disrupted by partition moved to post-war Britain. These are their extraordinary stories.

*This event is free of charge to all conference attendees.*

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## **Thursday 26th September**

09:30 Coffee

10:00 **Membership**

10.00 Trends

Demographics, segments/clusters, changes in member needs, and insights into patterns of recruitment and retention.

We will invite you to submit any data or insights into trends and patterns in advance of the meeting. The group will discuss shared experiences of current trends and methods of getting a deeper understanding of our respective membership groups.

11.30 Break

11.45 The Funnel Approach

Presentation: Felicity Nelson, Membership Director at The London Library will present the Library's "Funnel Approach" to growing membership.

12.45 Lunch

#### 14.00 Selling Out

- Presentation: How to put on events that raise awareness, funds and membership numbers – John Faherty, Executive Director, The Mercantile Library, Cincinnati

#### 14:45 Getting the Word Out

Roundtable discussion of how different libraries use social media to drive awareness.

#### 15:45 Break

16:00 PR session with Mark Hutchinson Management, communications agency, with expertise in creating campaigns for the arts and publishing sectors.

#### 17:00 Close

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### **Friday 27th September**

#### 09:30 Coffee

#### 10:00 **Fundraising**

Presentation: Philip Spedding, Director of Development at The London Library will present the Library's approach to funding its future capital project

Roundtable discussion of capital fundraising, followed by:

- How to develop regular individual giving
- Attracting legacy support
- Endowments
- Fundraising gala events
- Engaging trustees and other advocates with fundraising

#### 12:15 Lunch

Lunch at a local restaurant with some LL members to join and chat informally about their experiences of the Library.

#### 13:30 **Staff and Volunteers**

Roundtable discussion of key work-force related challenges under the broad heading of:

- How to recruit and retain an engaged and motivated group of staff and volunteers

**15:00 Governance (and strategy)**

Roundtable discussion to sharing experiences and challenges of working with boards ie reporting, increasing effectiveness, diversity. How does strategy get set and reviewed?

**16:30 Wrap-up**

Are we working towards the Future Library discussed on Day 1?

Takeaways/learnings on the key topics.

**17:00 Conference ends**