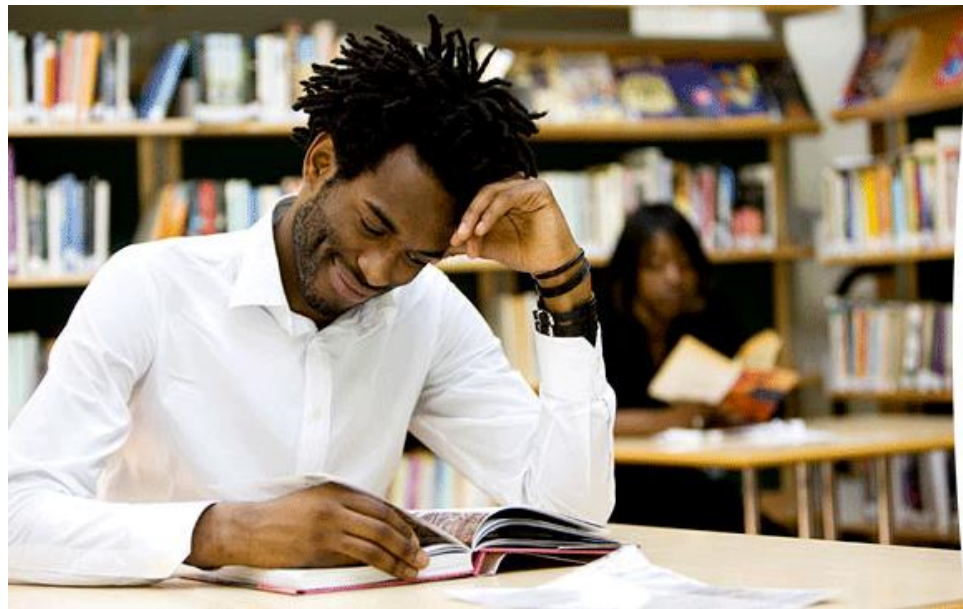


# Reader Development training at Melbourne Library Service



CITY OF MELBOURNE



## Frontline Standard

5 short courses which together set the standard for everyone working directly with readers and books. Choose the courses most relevant to your training needs; you can mix and match as you like.

[BUY PLACES](#)

Engaging with Readers

Managing First Impressions

Merchandising the Bookshelves

Creating Powerful Promotions

Increasing Book Knowledge

40 courses completed or underway

- 10 Engaging with readers
- 3 Managing first impressions
- 13 Merchandising the bookshelves
- 12 Creating powerful promotions
- 2 Increasing book knowledge

# Feedback

*I found the course interesting and feel that I have improved my knowledge, skills and confidence in talking to readers and recommending reading.*

Jess – Engaging with readers

*I found it useful and quite inspiring. I've found myself assessing all our displays with new eyes.*

Lisa – Creating powerful promotions

*I actually found it really nourishing! I have a heavy workload but it wasn't too daunting a course to get through. I found it to be a good, concise refresher of the extended Frontline course I did years ago.*

Fiona – Merchandising the bookshelves



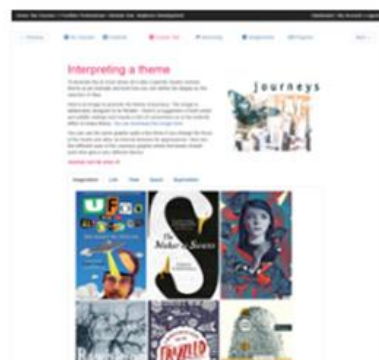
## Frontline Professional

For library managers who are ambitious to change library practice. Projects, strategy, outreach, customer-centred research – everything you need to strengthen the impact of the library in the reading community.

[BUY PLACES](#)



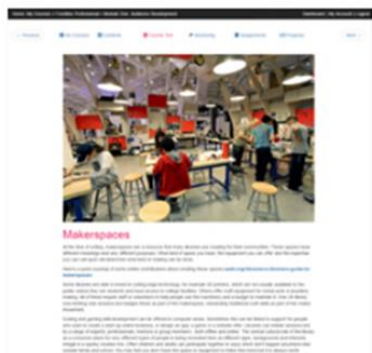
**Module 1: Audience Development**  
 Considers the library's role in opening up reading choices and in making an active contribution to the wider cultural landscape.



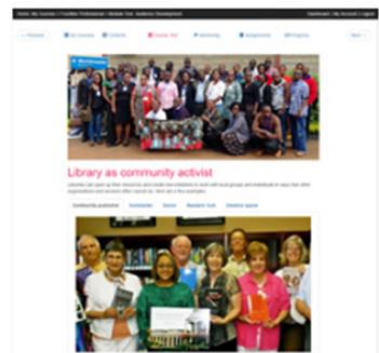
**Module 2: Animating Collections**  
 Introduces reader-centred changes in the way the entire collection is promoted and supports new, sustainable staff skills.



**Module 3: Observation research**  
 Offers tools and case studies to research the customer experience in your library and discover practical ways to improve it.



**Module 4: Managing Spaces**  
 Explores the physical factors that shape the use of your library, plus ideas and examples to get the most from online space too.



**Module 5: Working Partnerships**  
 Brings the strengths of the library to pilot new partnerships to benefit readers outside the library, both online and offline.



**The Future**  
 Each module prepares the way for further development and looks at the potential for applying the work beyond the course.

# In-house training developed by RD Team

- Talking to readers
  - Display 101
  - Tips to help readers
- 