

Experience: France

Greenwood Public Library

Adults

Experience: France

Mar 19, 2015

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Your name

Valerie Moore, Assistant Head of Reference & Virtual Services Manager, Greenwood (Ind.) Public Library

Experience: France was the first in what we hope will become a series of after-hours, adults-only cultural nights. We had French food and wine available for participants to sample. We offered a fun photo booth where participants could get their photo taken, then have a souvenir to take home. We also showed the French film "Amélie." It was a fun, relaxing event that brought a different crowd into the library.

Advanced Planning

Our main goal for this program was to attract a different crowd to the library — mainly the 20-40 age group. We loved the idea of offering an alternative to foreign travel for our patrons who, like us, couldn't afford trips. Based on this, we decided to

name the series "Can't Afford to Travel?" To prepare, a fellow librarian and I began planning the event about four months prior. This gave us plenty of time to reach out to local French interest clubs and wineries for help.

Marketing

We promoted the event in-house and through social media outlets. However, I do feel we could have done more, since the 20-40 age range is a hard group to hit. Due to this, we're continually looking for new ways to market our programs toward that group.

Budgeting

The main cost for us was decorations. We also paid the winery to help offset their staff time. All the food was donated, however, so had wine not been served, costs would have been lower.

Day-of-event Activity

We really wanted this event to feel special and make participants feel as if they had traveled to a different country, so we decorated quite a bit. We spent two or three hours on set-up and decorating. Tables were set with tablecloths that staff lent us, as well as borrowed cake trays. Signs were also printed, announcing the different areas of the evening, in French.

Program Execution

We had around 20 people attend — less than our goal. However, every person responded on our survey that they loved the event.

Advice

This was a fun program that I think could easily be adapted to any library. You wouldn't have to serve alcohol or even food. Giving the participants an opportunity to learn about a different culture can be done without those things (although food is always a great part of culture).

Supporting Materials

[Download this Program as a PDF](#)

- Feedback (Coming Soon!)
- [Programing Librarian Facebook Group](#)

Slideshow Images



Image



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