The Basics of Tea

Athol Public Library

Adults

The Basics of Tea

Jul 20, 2016

$251-500

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Byline

Robin Shtulman, Assistant Director, Athol (Mass.) Public Library

Ever wonder about the differences between white, green, oolong and black teas, or loose tea vs. tea bags? In the Basics of Tea, certified tea specialist Danielle Beaudette shared different types of tea and production processes. Beaudette demystifed tea while patrons enjoyed tea samples from around the world, along with delicious scones.

Beaudette is one of the first 15 individuals in the world to be certified as a tea specialist through the Specialty Tea Institute in New York. She has researched and learned firsthand about the production of tea through her travels. Her tea shop, The Cozy Tea Cart, in Brookline, N.H., sells high-quality, freshly imported teas and has earned the title of ?Best of New Hampshire? from "New Hampshire" magazine. Since opening her shop, Beaudette has been dedicated to educating her customers. The information she has received from her travels to the tea estates in Asian countries,

attending World Tea Expo seminars and the Specialty Tea Institute certified educational programs has provided her with insights on the current industry trends and advanced awareness of the health benefits of tea.

Advanced Planning

I first learned about the presenter, Danielle Beaudette, through colleagues at another library who had done a similar program with her. Advance planning consisted of contacting Beaudette and talking with her about what she could offer and when she might be available. This event was planned approximately a year in advance. Our goal was to provide an entertaining and informative evening for our general population.

Marketing

We advertised in our local newspaper, Friends newsletter, website, Facebook, library bulletin boards and local television stations. We also put up posters in town and sent fliers to other libraries in our area.

This event was very sucessful and filled its maximum attendance.

Budgeting

The money was used to pay the presenter and to provide refreshments.

Day-of-event Activity

Day-of-event activity consisted of setting up chairs and AV equipment.

Program Execution

Everything went very well for this event, which was hosted on a weeknight at about 6:30 pm. Beaudette is an engaging and highly knowledgeable speaker. She had several varieties of tea for everyone to taste and answered all questions.

Advice

Recommendations from other area libraries are a great resource!

Did you try this program at your library? Share your experience using this form.

Supporting Materials

Document
press_release.pdf
Download this Program as a PDF

- Programming Librarian Facebook Group

More Programs

Feb 1, 2016
Adults (21 and up)+ | $
Image



'Downton Abbey' Viewing and Tea

Audiences:

Adults (21 and up)
Mar 9, 2016
Children (9 and under)+ | $$
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Mad Hatter Tea Party

Audiences:

Children (9 and under)
Young Adult (17 - 20)
Adults (21 and up)