



**BEYOND
BOOK
CLUBS &
GAMING**

**Creating dynamic
programs to which your
teens will flock!**



**Presented by Sarah Amazing
Teen Librarian, Warren-Trumbull County Public Library**

Here's why you should host a special event at YOUR library:

- **Teens love them, especially when they're about something they're excited about!**
- **It's a great way to get NEW teens into the library as opposed to just that anime crowd that comes to your gaming night (& book club as well)**
- **It doesn't have to be expensive!**
- **You can easily have 20-75+ teens at ONE event!**



Don't be afraid! All the steps you need to prepare for a big event...

- **Inspiration**
- **Planning**
- **Creation**
- **Marketing**
- **Presenting**



**The most important thing to
take from this?
Big events aren't scary!**



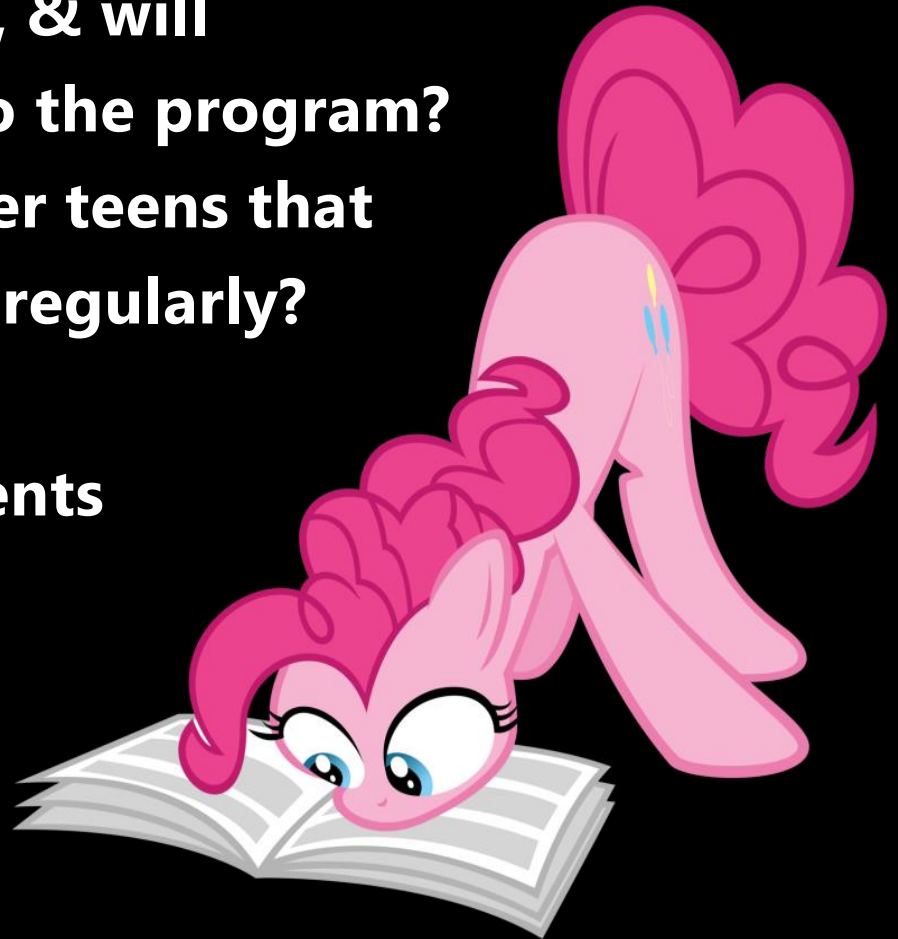
**Don't be afraid to
ask for help.**



INSPIRATION

Do your research!

- What are YOUR teens into?
- What's popular right now, & will still be by the time you do the program?
- What can your library offer teens that they don't have access to regularly?
- Seasonal programs
- One-time-only special events



INSPIRATION

Where to find it:

- **Talk to YOUR teens**
- **Check IMDB for upcoming movie releases**
- **Pay attention to what's going out at YOUR library**
- **Listservs, workshops, etc**
- **Your librarian friends**
- **Make Hot Topic & HotTopic.com a frequent stop for research!**



***DON'T
FORGET
THE GUYS!**



**If you continually offer mostly
girl-centric programs, they might
not even bother to see if you ARE
offering something they'd like!**



INSPIRATION

Thoughts?

Where do you get
ideas for programs?



PLANNING

When are you going to have your event?

- **Check with school schedules & other calendars – TRW is at a bad time for us!**
- **Don't cram too many events, no matter how small, into a short span of time**
- **Audience? Registration?**
- **Look at the big picture!**





	Pass				
Jan	A				
Feb					
Ma					
		er's Game?	tbd	Pizza	
		Hunger Games Survival Challenge			
		reak Mayhem – crafts & movies	tbd	Pizza	Cosplay Runwa

2013 TEEN PROGRAMMING

	Passive Program	Special Event	TLC	TAB	Teen Central Anime	Game on!	Displays
Jan	Are you a sucker for guessing games?	Mock Caldecott/Children's Book Illustration	Book Selection	Pizza	Cosplay Runway	Retro games, Live Angry Birds	Printz; Edwards; Other ALA awards
Feb	Count the Conversation Hearts	6th Annual Love Stinks Chocolate Fest	tbd	Pizza	Plushies	Retro, Rock Band, Wii	Black History Month; Romance
Mar	Tech Survey, Book Trailers	TEEN TECH WEEK (March 10-16) Social Media Boot Camp	tbd	Pizza	Sumo Wrestling?	DDR, Retro, Wii	TTW; Women's History Month
Apr	Poetry Contest	SUPPORT YA LIT DAY (April 18)	tbd	Pizza	Candy sushi	Smash Bros Tournament	Poetry; Earth Day
May	Name the Fandoms	NO PROGRAM	tbd	BAM!	Otaku Mini-Anime Convention	Rock Band, Wii, Retro	Action; Humor; Prom
Jun	Fandom Cage Match	Teen SRP 2013 Kick-off, Steampunk DIY, Doctor Who 50 th Anniversary Celebration	hiatus	hiatus	hiatus	Retro, Rock Band, Wii	Summer Reads; TAB selections
Jul	Fandom Cage Match	Harry Potter birthday party, Superhero event, DIY event	hiatus	hiatus	hiatus	Retro, Rock Band, Wii	Summer Reads; TAB selections
Aug	Guess the Pencils	Summer Finale Party & Book Auction; Book Bingo, MORTAL INSTRUMENTS	Book Selection	hiatus	hiatus	Retro, Rock Band, Wii	Summer Reads; Back to School
Sep	Otaku Fan Art Contest	BANNED BOOKS WEEK	tbd	Pizza	3 rd Annual Ramen Noodle Eating Contest	Super Mario Tournament	Banned Books; Back to School
Oct	Count the Candy Corn	TEEN READ WEEK Nightmare on Mahoning Ave 3	tbd	Pizza	Bento	Retro, Rock Band, Wii	Teen Read Week; Ghost Stories; Horror
Nov	District Challenge	National Gaming Day: Ender's Game? Catching Fire: Hunger Games Survival Challenge	tbd	Pizza	Bingo	DDR, Retro, Wii	Vampires; Series; Historical Fiction
Dec	Wish List	Winter Break Mayhem – crafts & movies	tbd	Pizza	Cosplay Runway	Retro, Rock Band, Wii	Wish List; Best of the Year

PLANNING

Looking at the big picture:

- Helps with budgeting!
- Avoids that cramming issue (mostly)
 - Is VERY flexible!
 - Does require you to stay on top of trends, & make changes as needed.
 - Enables you to schedule rooms & get marketing materials in time!
 - Makes CREATION a breeze!

WHY DID I SCHEDULE SOMETHING FOR BANNED BOOKS WEEK, TEEN READ WEEK, & NATIONAL GAMING DAY?



PLANNING

Other thoughts with regard to planning?



How does
your library do it?

How can you make
it better and/or more
useful for YOU?

CREATION

You've decided to do an event.

Now what?


- **Keep a notebook, create a Pinterest board, have a file open to throw your ideas in when they strike.**




Nightmare on Mahoning Ave Pinterest Board

Search


Pinterest Add + About ▾ Sarah ▾




Barbie zombies
3 repins
thismamamakesstuff.com




edible halloween crafts for kids
1 repin
celebrations.com




fingers




zombified pumpkins
3 repins
marthastewart.com




fingers




Easy Halloween decoration!
2 repins
google.com



How-To: Milk Jug Skeleton



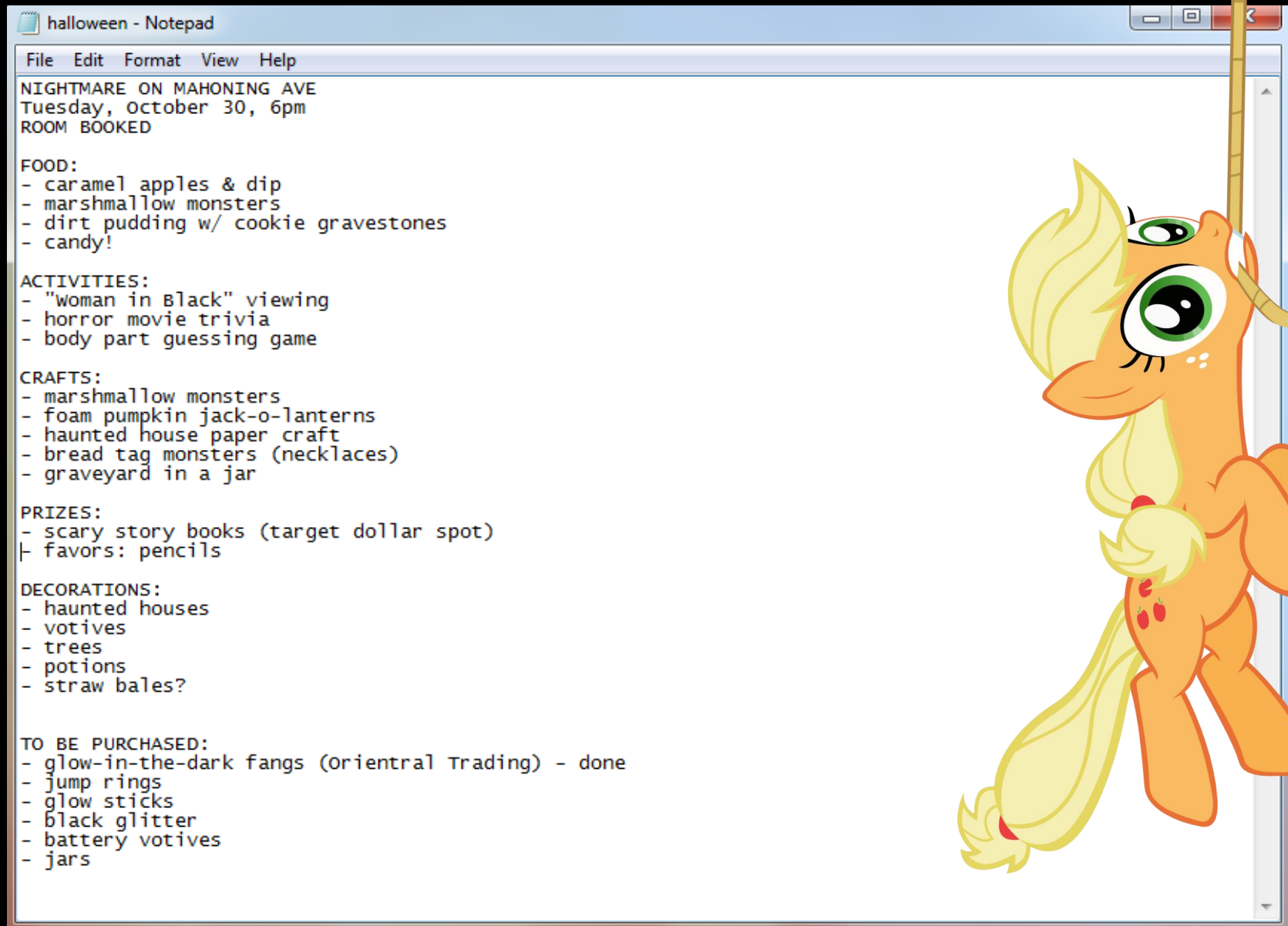
Give the gift of...



Jellied Eyeballs (non-alcoholic) by jelly-shot-test-kitchen: Make these with white grape juice or white cranberry juice, gelatin and food coloring. #Eyeballs #Jellied_Eyeballs #jelly_shot_test_kitchen Halloween treat for teens? #teen #library #programming #snacks #Halloween
5 repins
jelly-shot-test-kitchen.blogspot



Nightmare on Mahoning Ave Planning File - Notepad



halloween - Notepad

File Edit Format View Help

NIGHTMARE ON MAHONING AVE
Tuesday, October 30, 6pm
ROOM BOOKED

FOOD:

- caramel apples & dip
- marshmallow monsters
- dirt pudding w/ cookie gravestones
- candy!

ACTIVITIES:

- "woman in Black" viewing
- horror movie trivia
- body part guessing game

CRAFTS:

- marshmallow monsters
- foam pumpkin jack-o-lanterns
- haunted house paper craft
- bread tag monsters (necklaces)
- graveyard in a jar

PRIZES:

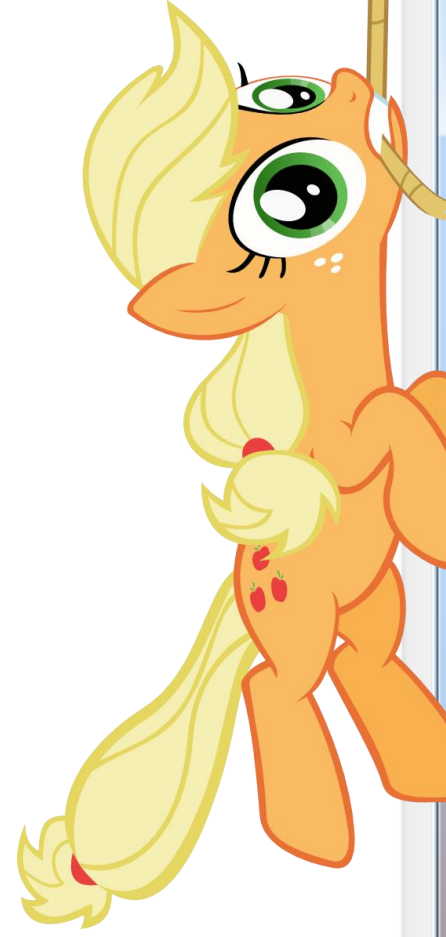
- scary story books (target dollar spot)
- favors: pencils

DECORATIONS:

- haunted houses
- votives
- trees
- potions
- straw bales?

TO BE PURCHASED:

- glow-in-the-dark fangs (Oriental Trading) - done
- jump rings
- glow sticks
- black glitter
- battery votives
- jars



CREATION

**You've decided to do an event.
Now what?**

- **Keep a notebook, create a Pinterest board, have a file open to throw your ideas in when they strike.**
- **Plan big, then edit down.**
- **How long will the event last?**
- **Better to over-plan & not get to something, then to suddenly have an hour to fill!**
- **Never promise anything!**



CREATION

Activities:

- What do you want to be doing during the actual event?
- Authors/performers are costly! Alternatives?
- Who is the audience for this event?
- Several options for finicky teens – trivia sheets, crafts
- Don't lecture at them! Sneak in the educational stuff!
- Could this become an annual event? Can you invest in something for this & other events?
- Photo ops are easily made from cardboard!



CREATION

Crafts:

- Need to be practical!
- Don't forget the guys, & your non-girly girls!
 - Plan crafts with materials that can be used in other crafts – saves money!
 - Always provide a sample
 - Watch the projects that require lots of scissor work



Games:

- Try to do something different!
- Jeopardy-style games take at least ½ hour

CREATION

Some final thoughts:

- How much staff will you need?
- Multimedia is a definite must-have
- Food: think beyond pizza! Don't forget about ALLERGIES
- Favors & prizes – use your book donations!
- Make your teens help with any & all prep!
- Staff t-shirts



CREATION

Your thoughts – anyone have anything to share?

Things you've learned in the trenches to NOT do?

What ALWAYS works?



MARKETING

Flyer creation:

- Always market up
- If you can, print in full color
- Be vague: “CRAFTS! GAMES! PRIZES! MORE!”
- Determine who the flyer is for
- Which format/size?
- Fonts – don’t overdo it!
- Lots of free resources for graphics!



MARKETING

Getting the word out, inside the library

- Library staff
- Make teen area your prep station
- Create displays just for the event
- Make sure all the teens in the library know!
- Hold a passive program that coincides with the event – movie or music choice, art contest, count the candy, favorite characters, etc



MARKETING

Getting the word out, outside the library:

- **Any & all of your library social networks! Best times for teen posting? Follow their day!**



2nd annual ramen noodle eating contest

saturday, september 8 at 3:00pm
main library in warren



WARREN-TRUMBULL COUNTY
PUBLIC LIBRARY
www.wtcpl.org/teen

Teen Central

78 likes · 0 were here



Library

444 Mahoning Ave, Warren, OH.

1 (330) 399-8807

Closed until tomorrow 9:00 am - 8:00 pm

About



Photos



Likes



Map

New on the Shelf
June 6
The Year of the Beast
Cecil Castellucci & Na



Notes 42

Highlights

Status

Photo / Video

Event, Milestone +

Likes

See All

[Upcoming Events](#) · [Past Events](#)**Teen Literature Club**

Monday, August 27, 2012 at 6:00pm

Warren-Trumbull County Public Library
Warren, Ohio[Join](#) · [Share](#)**Game on!**

Thursday, September 6, 2012 at 5:00pm

Warren-Trumbull County Public Library
Warren, Ohio[Join](#) · [Share](#)**2nd Annual Ramen Noodle Eating Contest**

Saturday, September 8, 2012 at 3:00pm

Warren-Trumbull County Public Library
Warren, Ohio[Join](#) · [Share](#)**Teen Advisory Board**

Tuesday, September 11, 2012 at 3:30pm

Warren-Trumbull County Public Library
Warren, Ohio**Smash Bros Tournament**

Thursday, September 13, 2012 at 6:00pm

Cortland Branch Library
Cortland, Ohio

MARKETING

Getting the word out, outside the library:

- **Any & all of your library social networks! Best times for teen posting? Follow their day!**
 - **Local hang-outs, like Starbucks & Hot Topic**
 - **Email teachers, school administrators, & other local youth organizations.**
 - **Use your TAB members!**
 - **Use your PR department, or become your own!**



MARKETING

Thoughts?

How do you publicize
your programs?

How do teens know
about your library
at all?



PRESENTING

In the week or so leading up to the event...

- **Lock down everything you'll be doing**
- **Write down a schedule of events.**
- **Double check any shopping, ordering, etc.**
- **Make sure staff can answer basic questions**
- **Gather crafts & other supplies**
- **Finish your prep before the day-of. If you didn't get to it, just save it for another event.**
- **Make photocopies!**



PRESENTING

The day of the event is here!



PRESENTING

Let's talk set-up – don't forget to schedule this!

- **Keep a clipboard with paper & pen with you**
- **Ask your responsible teens to come early**
- **Put signs on doors early in the day – one last push for marketing!**
- **Wear comfortable shoes**
- **Microphone!**
- **Test everything – something will inevitably not work correctly.**
- **Is there a place for their stuff?**
- **Put down tablecloth for easy clean-up!**



PRESENTING

Leading up to the door opening...

- **Choose a time when the door will open, & stick to it!**
- **Change clothes, shoes, if desired**
- **Double-check signage, supplies – did you remember scissors? Glue sticks? Pencils?**
- **Turn on media before you open the door**
- **Put a sign on the door stating when program is over & when the library closes**
- **Ask for help if you need it!**
- **Plan your food prep!**



PRESENTING

During the event:

- **Only allow teens to put one entry into drawings!**
- **Mingle with all the teens, especially new ones!**
- **Help with crafts – no one reads directions!**
- **Monitor behavior – we all have a problem child**
 - **Stick to your schedule, but be flexible**
 - **Make announcements throughout the night about drawings, games, food, library closing, etc.**
 - **Hold prize drawings long before the end of the night**



PRESENTING

CLEAN-UP!

- Sometimes, you just have to (gently) kick them out!
- If you can, ask some responsible teens to stay behind to help
- Do only what you have to – leave the rest for tomorrow
- Do what you can for maintenance



Assess:

- What worked? What didn't? Why?
- How can you make the next one even better?
- What supplies are left?

PRESENTING

Final thoughts

How does your library define success for a program?

What have you learned from your own programs?



Questions?



Thanks for listening!

Handouts are available in the back & up front. Feel free to contact me about anything!

