

Smart investing@your library®



Knowing
and
Engaging
Your
Audience



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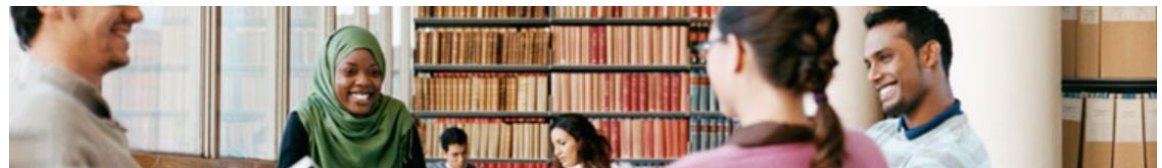
Assessing Audience Needs



Session Goals

- Understand how to design programs for a specific audience.
- Set the stage for reaching the people you want to reach!

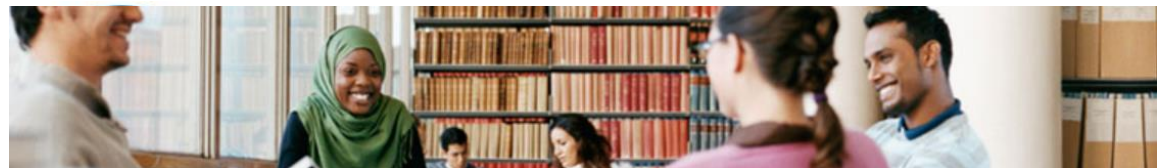
Presented by Joanne Kahn



It's Not “Business as Usual”

A successful audience-specific program may mean doing things you've never done:

- Holding programs off-site (and at odd times)
- Publicity – different kinds, languages, and placement
- Teaching methods – beyond PowerPoint slides
- Providing childcare, or toys, or food, or incentives
- Creating stand-alone programs instead of a “series”
- Moving the furniture



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Assessing Audience Needs



Motivation vs. Need

- Why SHOULD your audience attend?
- Are those the same reasons they WILL attend?
- If you were a member of your target audience, would you want to attend your program?



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Assessing Audience Needs



Who Is Ben Duffy?

- An advertising legend who rose from mailroom clerk to president of BBDO.
- A “master salesman” who put himself in the customer’s shoes and always wrote down ten questions he thought he needed to answer.
- **Get into their heads.**



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Assessing Audience Needs

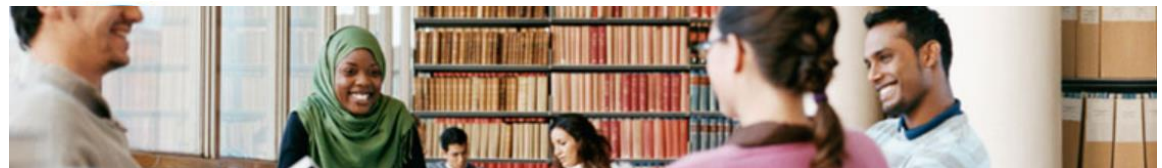
Step into Their Shoes

Common audience descriptions use demographics:

- Educational level
- Age, gender, race...

Instead, imagine their lives:

- What's their typical day?
- What are their challenges? How do they "get by" now?
- How much "free time" do they have, and how do they spend it?
- Whom do they trust? Where do they get information?
- What do they worry about? How do they relax?
- What biases do they bring?
- What etiquette is appropriate for their culture?
- **What barriers keep them from attending or wanting to attend?**



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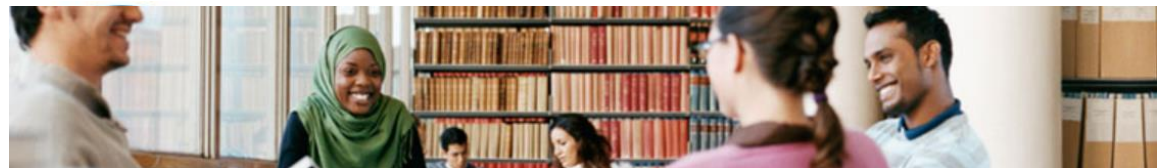
Assessing Audience Needs



Think Like a Concierge



- How smooth and seamless can you make the entire process?
- How much effort are you asking someone to expend to participate in your program? Timing, location, transportation... Is it convenient? Is it intimidating?



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Assessing Audience Needs



Don't Know? Find out!

Market research:

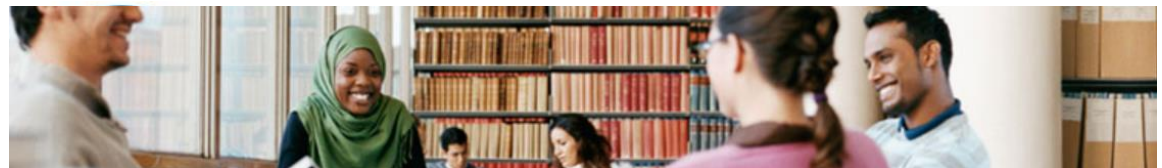
- “Which of these program formats do you prefer?”
- “When/where is it easiest for you to attend?”

Connect with people who know:

- Partner with other service providers.

Trial and error and adjustment:

- Schedule a “test” phase.
- Attend your own programs. Listen and ask.





Hands-on

- Write down relevant attributes of your audience. What do you know about them?
- How do you want to impact them, what do you want them to learn or to do differently?
- Write down what you still need to find out.
- Write down questions you could ask.

