

# CELEBRATING AND REWARDING MARKETING EXCELLENCE IN WELSH LIBRARIES, ARCHIVES AND MUSEUMS

#marketingawards

## MARKETING

## EXCELLENCE

## AWARDS

## 2017

## Entry form

ENTRY FORM FOR CATEGORY 1: DEMONSTRATING MARKETING EXCELLENCE AND CATEGORY 2: JOINT MARKETING PROJECT OF THE YEAR

Please complete this section if you are entering Categories 1 and/or 2 only. Please note these details will be used for all future correspondence regarding this specific entry. All fields are compulsory. This information will be used for publicity, therefore please ensure all sections are completed accurately.

**Title**  Mrs  Ms  Miss  Mr  Dr  Other

|  |  |
| --- | --- |
| First name |  |
| Surname |  |
| Job title |  |
| Organisation name |  |
| Organisation address |  |
| Town |  |
| Postcode |  |
| Email address |  |
| Twitter account @ |  |
| Organisation profile/overview 100 words maximum | |
|  | |

CATEGORY ENTERED (please tick):

Category 1 – Demonstrating Marketing Excellence

X Public libraries  Further education libraries  Higher education libraries

Health libraries  Archives  Museums

Category 2 – Joint Marketing Project of the Year

Joint Marketing Project of the Year

The total word count for the section below must not exceed 2500 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file. Alternatively please provide relevant links.

Project title

Enter the title or name of the marketing project – this will be included in all relevant publicity.

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Context

Describe the background/reason for this project. What challenges or opportunities were you faced with?

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Aims and Objectives

State the aims and objectives that were set for this project – where possible these should be SMART objectives – for example, how many new users or people attending the event were you hoping for?   
If possible, include budget and timescale information.

# What is a SMART objective? Specific, Measurable, Achievable, Realistic, Time-bound

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Strategy & Planning

Outline the strategy taken to achieve your objectives and justify your marketing approach – did you undertake any research for example; have your developed new or existing partnerships; did you target a new audience or try a new approach to promoting your services?

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Tactics and Implementation

Set out the plan of activities undertaken to implement the strategy and evidence these over time and against budget. Include examples if appropriate – you may append or link to two additional pieces of supporting evidence – if internet links are included please ensure these will remain live until March 2017. What promotional activity did you undertake; did you use social media and/or traditional media?

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Results/Measurements/Outcomes

Present the results of the project, state whether your aims and objectives were achieved and if they were delivered on time and within budget. Evaluate the project using measurements where possible, such as number of new members/visitors, added value to the organisation and digital marketing metrics where applicable (Google Analytics, Facebook insights, Tweetreach). Reflect on what could have been done better; is the project sustainable, could it be rolled out to other user groups or organisations?

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Date of Project

Provide the start and (if appropriate) finish dates of the project.

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Summary

Provide a brief summary of your project (approx. 150 words) to be used for promotional purposes on the website, social media, etc.

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ENTRY FORM FOR CATEGORY 3 – MARKETING CHAMPION OF THE YEAR

Please complete this section if you are entering Category 3. Entries must be nominated by a manager or equivalent – you cannot self-nominate. The nominee must give consent to be nominated.

# Please tick the relevant box below

# ✓ Library Marketing Champion

# Archives Marketing Champion

# Museum Marketing Champion

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| --- | --- |
| Name of nominator | Lisa Thomas |
| Job title | Digital and E-Services Manager |
| Organisation name | Caerphilly Library Service |
| Organisation address | Library HQ, Floor 3, Ty Penallta |
| Town | Ystrad Mynach |
| Postcode | CF82 7PG |
| Email address | thomal4@caerphilly.gov.uk |
| Twitter account @ | - |



Why are you nominating this person?

The total word count for the section below must not exceed 1000 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file.

Alternatively please provide relevant links.

# ✓ Notable achievements Challenges and barriers overcome

# ✓Differences made to the service ✓ New partnerships

# ✓Examples of innovative or creative working ✓ Examples of engaging colleagues in marketing

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| The ‘Digital Dynamic Duo’  Damon Christopher and Marcus Edwards work for Caerphilly County Borough Council public library service and are regarded as the go-to people for most things digital. The duo work at polar opposites of the borough, with Damon defending the Northern Wall at Rhymney and Marcus manning the battlements for the South at Caerphilly. But geographical boundaries never stop their passion especially when it comes to cracking the code and when the two get together the sky’s the limit.  The boys never miss an opportunity to promote the work the service is doing. Social media is one of the main ways they have done this. Not only are they active on Twitter, Facebook, Pinterest and shortly the services very own YouTube channel which has been acknowledged by the Society of Chief Librarians but they got captured on camera first hand at a recent national event and I hope you’ll agree they proved themselves great advocates.    As much as they help our communities on a daily basis they are always learning and always looking to develop library services and their enthusiasm is contagious!  The duo have been the driving force at the forefront of the latest innovative service offer, Code Clubs.  In early 2016, with the increased publicity around CoderDojos and the CodeGreen project, the pair approached me as their Digital Manager with a request to attend training to upskill and deliver sessions in the libraries. They had identified a skills shortage in staff and a customer demand that was building in the area. Who was I to argue? Strategically it had been an area of development I had identified for the new 3 year library development plan. Naturally I bit their hands off! (Not literally of course).  Having managed to source some training, the pair then worked with staff at 3 strategically located sites and with the aid of a few borrowed Raspberry Pis and Micro Bits, using their newly acquired skills and knowledge, have built up a strong attendance at all sessions and have an ever increasing waiting list*.*  The pair utilise the Code Club website, Twitter and word  of mouth to engage with audiences the service traditionally struggles to work with.  Approximately 100 tweets have been posted and on average, a single Code Club tweet for a site generally has 450 impressions with 7 engagements.  So far 70 Sessions have taken place, with a regular attendance of 8 children per session aged between 8 and 12. They have to date resulted in 15 new members  to the service and in total 56 young people and 6 members of staff have benefitted from gaining new skills and making new friends.    The sessions are proving so popular they are set to increase and also expand by another 2 sites in the coming months.  But that’s not all! I personally think these two must be on Eveready batteries. The pair are working with a compliment of Community Librarians to look at expanding to more sites, upskilling frontline staff and to work towards enhancing the service offer to deliver sessions to adults as part of developing their employability skills in the more deprived areas of the authority.  Wow! \*Pause for Breath\*  From Scratch to HTML to Python, there is something for everyone, their mantra, “A digital future starts with digital libraries”  The pair have developed such a strong reputation in the service that on the 8th of November 2016 CCBC Libraries sent them to a free learning event in Manchester Central Library to act as advocates, gather information, education and inspiration in regards to Digi-centric learning with an aim to creating unique digital learning platforms, storytelling and digital arts opportunities for our customers and the communities we work in. A privilege usually only reserved for the professional tier of staff.  The day clearly gave the pair a new lease of energy. Believe me they don’t need anymore, they are like an unstoppable force. Their comments about the event below:  “I considered being selected for the Cracking the Code event an enormous compliment, and having an inquisitive interest in technology, coding and all things digital, I jumped at the chance when the offer was made. We are now into our third group of sessions of Code Club here at Caerphilly, and it’s a total privilege to spend time with children with similar interests and who are keen to develop their programming skills.” *– Marcus Edwards*  “The opportunity to attend the CodeGreen (aka #CrackingTheCode) event was a great one as I’ve always shouted from the rooftops about the value of IT literacy, the digital futures of our communities and the opportunities that are available through libraries. Those opportunities available due to the vast wealth of knowledge, experience, education, training and above all passion that our staff have for helping, guiding and hopefully inspiring the cultural heritage of the communities we work in/for.” – *Damon Christopher*  So what’s next for the dynamic duo I hear you ask?  Following the success of the code clubs to date and the impressive manner in which they asserted themselves at the Manchester event, I’ve snapped up the pair to sit on a task and finish group for the strategic development of the digital service offer. Damon and Marcus are already planning to extend coding training to frontline staff and support groups at additional sites. They have also been given a pot of money to expand the coding kit utilised by groups including a few ‘special’ items – I overheard them mention a bubble blower that links to Twitter tweets and a drone to give tours of the library from a birds eye view. The mind boggles.  After just one meeting, expansion into Augmented Reality Apps to support book promotions and guiding is already underway. My personal favourite is the development of an interactive storytelling tool (Caerphilly Library Zombie Apocalypse) which will be integrated into our information skills modules with school children and used to promote e-safety online.  As Damon puts it “Wales is creative and intelligent having always had to wave its own flag. Maybe libraries can give our communities the tools to design, print and make their own flag alongside the ability to promote it in new ways the world over.”  Who knows what the future holds but thanks to these two it will never be a dull moment. |

Contact details of nominee

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| --- | --- |
| Name of nominee | Damon Christopher / Marcus Edwards |
| Job title | Senior Library Assistant / Library Assistant |
| Organisation name | Caerphilly Library Service |
| Organisation address | Ty Penallta |
| Town | Ystrad Mynach |
| Postcode | CF82 7PG |
| Email address | libraries@caerphilly.gov.uk |
| Twitter account @ | CaerphillyLibs |

Please submit the entry form and any additional documents to jane.purdie@wrexham.gov.uk by 20th January 2017. Thanks for entering the Marketing Excellence Awards 2017.