# The story of a pop up library:
# Promoting digital resources in the community

# You need to see something a minimum of ten times before it registers
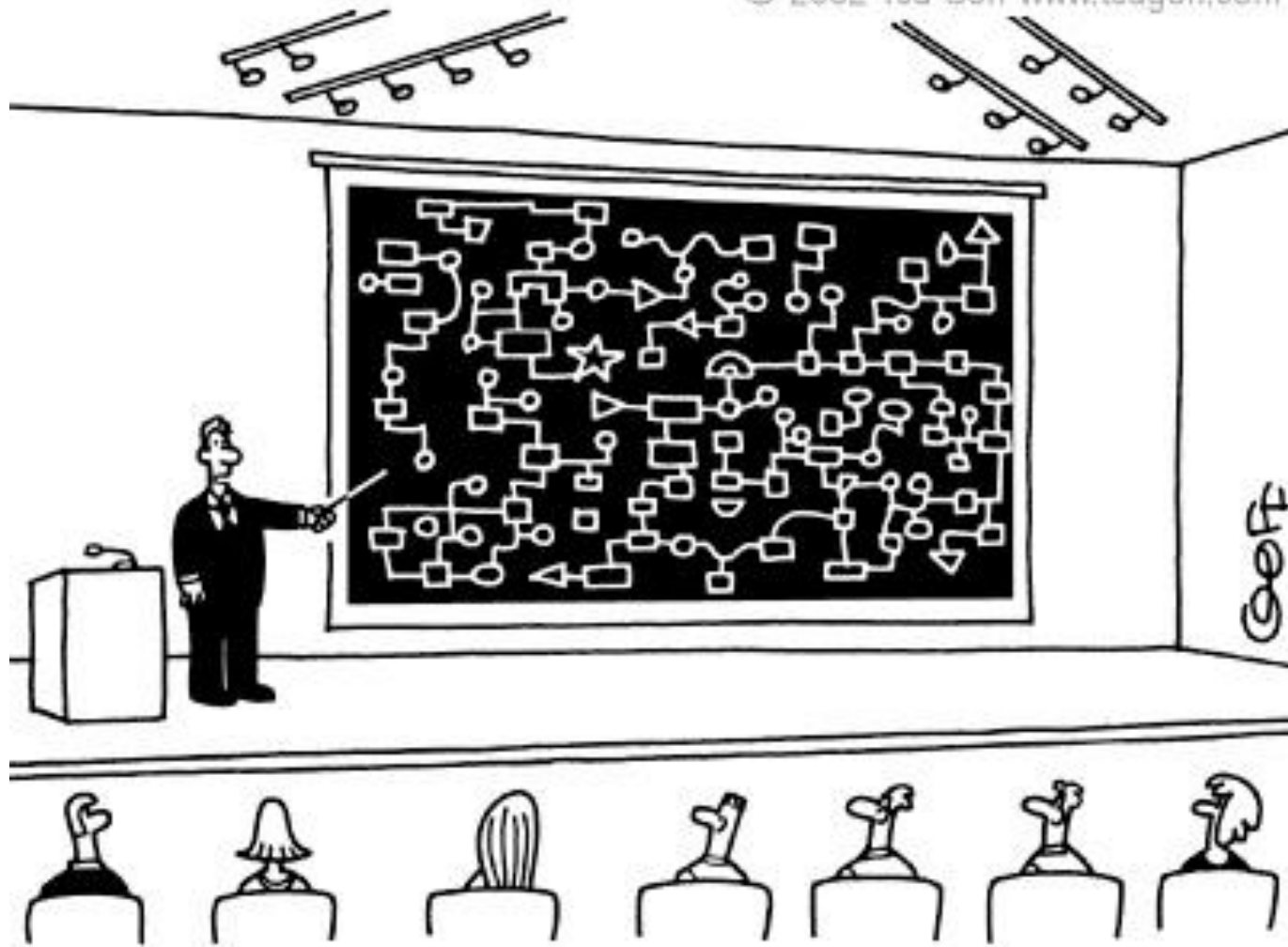
(for really intelligent people its seven times)

# The First Pop-Up?

## Melbourne Circulating Library – Flinders Street Station Agency Office
(Melbourne Directory 1860)

© 2002 Ted Goff www.tedgoff.com

"This is our plan for the next 1,000 years."

Bayside Library Service
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# The Plan

- iPads
- Content
- Venues
- Design
- Banners

- Collateral
- Printing
- Advertising
- Staffing
- Social media

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# POP UP
## digital elibrary

**Download digital content for free!**

↘ music
↘ magazines
↘ movies
↘ newspapers
↘ books

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www.bayside.vic.gov.au

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### Bayside Librarys Top Downloads

1. Culparum - Book
2. Restia - Book
3. Quiaspel - Movie
4. Eeatem - Newspaper
5. Renihit - Book
6. Omnitatqs - Moive
7. Aatiiscilic - Music
8. Dolumqu - Book
9. Ariaspel - Magazine
10. Parumed - Music

POP
UP
digital
elibrary



Tradeshow Counter example

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**Ask Me**

Front

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Back

**Search Catalogue and Login/Renew** ➡



**Locations and Opening Hours** ➡



**Library Services and Programs** ➡



**Children's Programs and Services** ➡



**Info Online** ➡



**Digital eLibrary** ➡



Calling all Bayside authors, writers, illustrators, booksellers & publishers

**Bayside Author Expo** ➡



AUTHOR EXPO! SUNDAY 29 MAY

**What's On Autumn Edition** ➡



Bayside Library Service
Membership Card
Name
John Citizen
Bayside Library Service

X 3191 00191871 7       1871

**Join the Library** ➡

Borrower Number: X3191 | 001120579

PIN: ••••••

Are you CyberSafe?   Login

JOIN THE LIBRARY   Forgot Your PIN? | My Saved List

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|---|---|---|---|---|
| Calendar | Photos | Maps | App Store | Videos |
| Camera | Notes | Settings | Facebook | Bluefire Reader |
| Mango | News | YouTube | LibAnywhere | Safari |
| Bayside Libr... | What's On | iSpydus Staff | iBooks | |

## freegal music

### eMusic

Freegal is a music database containing over 7 million songs from the Sony Music catalogue and many other record labels.
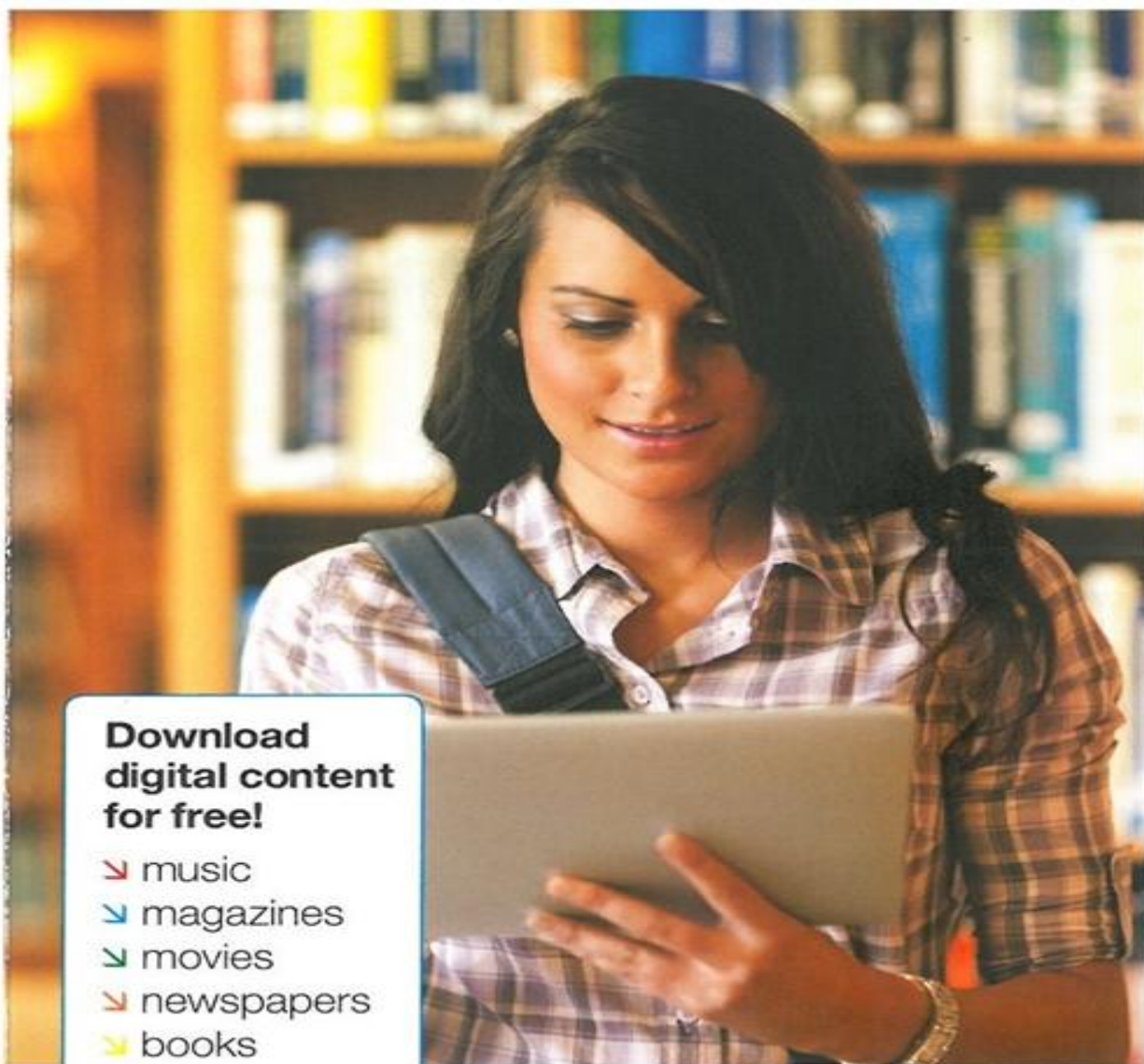
Download three songs per week and stream up to three hours of music per day.

## indieflix

### eFilms

Missed your favourite film festival? Well now you can catch up on what you missed at home for free. IndieFlix streams documentaries and independently produced movies and shorts from major film festivals and more.

IndieFlix movies can be viewed on any device connected to the internet and also on Rodu, Xbox and Apple TV via Apple devices. You can use the same login for Zinio (digital magazine site) and IndieFlix.

**Download digital content for free!**

↘ music
↘ magazines
↘ movies
↘ newspapers
↘ books

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# Bayside Library eResources

## zinio™

### eMagazines

Zinio has an extensive database of popular magazines, such as Architecture Australia, Golf Digest, Elle Décor, Harper's Bazaar, Marie Claire, Mac World, National Geographic, Rolling Stone, Peppermint, Better Homes and Gardens, Hello, Gardening Australia and Woman's Weekly.

New issues will be added automatically and you can keep the digital copy as long as you want.

## LIBRARY PRESSDISPLAY

### eMagazines / eNewspapers

Library Press Display is a one-stop for your favourite Australian and international magazines and newspapers, such as Inside Out, Donna Hay, Vogue, Golf Australia, GQ and Delicious, The Australian, Herald Sun and The Sydney Morning Herald.

## Bolinda digital

### eBooks / eAudiobooks

Bolinda Digital offers a large collection of books and audiobooks, with lots of Australian titles. Download the Bolinda Borrowbox app to access these titles.

## E·B·L Ebook Library
a ProQuest business

### eBooks

EBL provides unlimited access to thousands of academic and professional titles from hundreds of publishers worldwide.

To read these titles from a device, you just download the Bluefire Reader app and register with Adobe Digital. Titles from EBL can be downloaded in either PDF or EPUB formats.

## OneClickdigital

### eBooks / eAudiobooks

OneClickdigital allows you to download professionally narrated audiobooks for adults, children and young adults.

Did you know that your Bayside Library membership gives you free access to a huge range of the latest magazines, newspapers, books, music and films?

Bayside Library eResources offers a number of different platforms where you can view or download free online content to your mobile device, tablet or eReader.
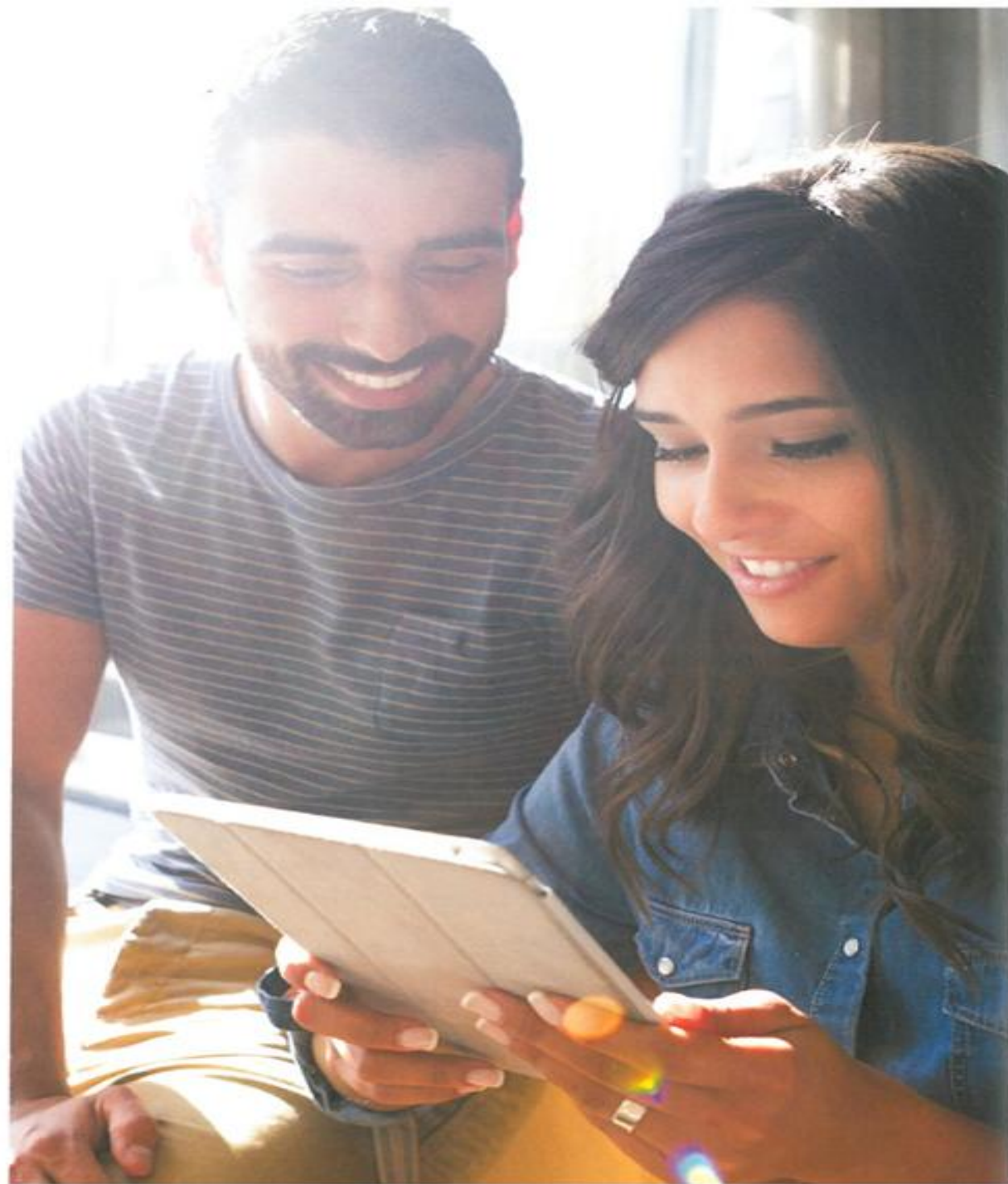
All you have to do is:

1. Go to bayside.vic.gov.au/elibrary

2. Sign in or register for free account

3. Choose your category of interest

4. Follow the app instructions

Enjoy! There's a whole world of free content to be explored!

# OverDrive®

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OverDrive offers thousands of eBooks, audiobooks and more across a full range of subjects and from over 5,000 publishers.

Download the OverDrive app to your device or read online.

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## ALEXANDER STREET

**eMusic**

Alexander Street Press is a streaming product which gives you access to a broad range of music including classical, jazz and contemporary world music.

No need to download; just click and listen through the web.

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Tel (03) 9591 5907
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0360

# What's for dinner tonight?

Download Donna Hay free

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# What's for dinner tonight?

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GLASBERGEN

"Success isn't as rewarding as it seems.
Caesar was the greatest emperor who ever
lived and they named a salad after him."

# Measuring success

- Online Memberships

| Date | Event | Online Memberships |
|---|---|---|
| 2015 | | |
| Week ending 15/112015 | Pet Expo | 5 |
| Week ending 22/11/2015 | Station | 32 |
| Week ending 29/11/2015 | | 21 |
| Week ending 5/12/2015 | | 10 |
| 2016 | | |
| Week ending 13/03/16 | Bright n Sandy Festival | 10 |

# Measuring success

- In Library Memberships

| Date | Event | In-Library Memberships |
|---|---|---|
| 2015 | | |
| Week ending 15/112015 | Pet Expo | 81 |
| Week ending 22/11/2015 | Station | 125 |
| Week ending 29/11/2015 | | 98 |
| 2016 | | |
| Week ending 13/03/16 | Bright n Sandy Festival | 114 |
| Week ending 20/03/16 | | 81 |

# eResouce Loans

| Date | Bolinda ebooks | Bolinda eaudios | Overdrive | OneClick | Zinio | Freegal | Total |
|---|---|---|---|---|---|---|---|
| 16-22 Nov 2015 | 179 | 143 | 49 | 21 | 51 | 44 | 487 |
| 23-29 Nov | 204 | 148 | 65 | 23 | 76 | 56 | 572 |
| 30 Nov - 6 Dec | 203 | 182 | 62 | 25 | 74 | 59 | 605 |
| 7 - 13 Dec | 227 | 161 | 69 | 37 | 143 | 50 | 687 |
| 28 Feb - 6 Mar 2016 | 219 | 240 | 73 | 51 | 160 | 48 | 791 |
| 7 - 13 Mar | 204 | 190 | 61 | 39 | 157 | 48 | 699 |

And...Hello to Jason Isaacs