

**5<sup>th</sup> Annual**



# RA in a Day

Readers' Advisory Services are expanding as the importance of this work is increasingly recognized. Don't miss this year's chance to collaborate with colleagues and learn together. The unique program brings an international perspective, cites relevant research to validate our work, and includes the tried and true aspects that have proven so popular in previous years: the author talk at lunch, poster sessions by OPLA members, and a "best practices"

## Comments from last year's delegates...

I learned something from all presenters and sessions...

Excellent variety of topics...

It was certainly worth the trip...

### When?

Monday, October 18, 2010  
Registration and refreshments: 8:15 am  
Program: 9:00 am – 4:30 am ET

### Cost?

Member: \$139.00  
Non-member: \$169.00  
(Includes conference, lunch, breaks, handouts)

### Where?

The Bram and Bluma Appel Salon  
Toronto Reference Library, 2nd Floor  
789 Yonge Street, Toronto, Ontario

#### Parking

Paid. Nearby parking lots on  
Cumberland Avenue,  
Asquith Avenue, and Church Street

#### Public Transit

TTC Bloor-Yonge subway station.  
Walk to the library – one block north  
on Yonge Street

**Register now!**

**[www.educationinstitute.ca](http://www.educationinstitute.ca)**

## The Program:



### Rachel Van Riel

#### Putting Readers First: An introduction to the reader-centred approach

Rachel Van Riel is the Director of Opening the Book ([www.openingthebook.com](http://www.openingthebook.com)).

Prior to creating Opening the Book in 1990, Rachel taught in university and adult education, followed by working in arts development. She discovered that libraries offered the best possible context for the work she wished to do. The reader development movement which emanated from the work of Opening The Book has changed the way public libraries engage with their users. Every library service area in the UK now has reader development integrated into their core services.

Topics to be covered in her workshop:

- To explore the principles and practices of reader-development – promoting books from the reader’s point of view
- To demonstrate how an understanding of consumer psychology can help create successful library promotions
- To consider how a reader-centred approach can be used both inside and outside the library and online
- To outline a range of low-cost and easy-to-implement ideas which can be instantly put into practice to offer added value to library readers



### Andrew Pyper

#### Luncheon Speaker

Andrew Pyper was born in Stratford, Ontario in 1968. He received a B.A. and an M.A. in English Literature from McGill University in Montreal, as well as a law degree from the University of Toronto. Although called to the bar in 1996, he has never practiced.

His debut novel, *Lost Girls*, won the Arthur Ellis Award for Best First Novel (1999); his second novel, *The Trade Mission*, was listed by The Toronto Star as one of the Ten Best Books of the Year; his third novel, *The Wildfire Season*, was a Globe and Mail Best Book of the Year; and his fourth and latest novel, *The Killing Circle*, is a national bestseller, a New York Times Crime Novel of the Year, and was short-listed for the 2008 Evergreen Award. A new novel, *The Guardians*, is coming in 2011. He lives in Toronto. ([www.andrewpyper.com](http://www.andrewpyper.com))



### Dr. Raymond A. Mar

#### Empirical research on reading, and its implications for advising readers

In this talk, Raymond will discuss a number of findings that hint at a social benefit to reading and discuss the implications of this work for advising readers. Mar is a co-editor of [www.onfiction.ca](http://www.onfiction.ca), an online magazine on the psychology of fiction. He lives in Toronto.

### Members of the Readers’ Advisory Committee

#### Book Trailers – Have You Seen Any Good Books Lately?

A book trailer is a video advertisement for a book – short (usually 2–3 minutes), enticing, and offering just enough to draw the reader in. How can you use them? Have you considered creating them? RA Committee Members will give ideas, sites, and exciting ways to incorporate them into library websites and programming.

#### Back by popular demand!

A number of Poster Sessions to enjoy and learn from during breaks and lunch – plus the OLASore.

#### RA in a Day is developed by the Ontario Public Library Association’s Readers’ Advisory Committee:

Sharron Smith, Chair, Kitchener PL  
Shonna Froebel, Vice Chair, Barrie PL  
Catherine AuYeung, Toronto PL  
Maureen Johnson, Hamilton PL  
Diana Krawczyk, Mississauga PL  
Nicole Patterson, Oshawa PL

Chris Sheehy, Markham PL  
Bessie Sullivan, Haliburton County PL  
Virginia Van Vliet, Toronto PL  
Alexandra Yarrow, Bibliothèquepublique d’Ottawa PL  
Patricia Eastman, Toronto PL, OPLA Council Liaison