

id workshop for libraries

Exploring Signage, Branding & Navigation in Libraries

www.kevinhennah.com.au



Kevin Hennah

If book retailers were to adopt the signage strategy of the average library they'd go broke!

To compete with computers, library collections need to be easier to navigate. Technology has taught us to expect information faster, each year delivering results with greater efficiency. This has had a significant impact on books, yet the average library has not responded, maintaining the same signage and merchandising strategies for decades.

Join Retail & Library Consultant Kevin Hennah as he showcases effective signage in both libraries and retail and explains in simple terms how to self-manage your own signage overhaul. Consider the concept of the library as a brand and learn about design, colour, fonts, fabrication and installation. All ideas are specific to libraries and you do not need to be creative to attend, just excited about change!

Explore:

Branding & Signage

- Fonts? Colours? Layout? Develop your confidence and ability to identify effective graphic design & visual communication
- External signage solutions at all budget levels
- How to create your own visual style guide for all print material
- Practical hints for briefing a graphic designer (or designing your own signage)
- Learn about materials used to fabricate signs so that liaising with a sign writer is a simple process

Navigation

Having visited hundreds of libraries throughout Australia and Internationally, Kevin Hennah showcases the best initiatives and in simple terms, explains how to apply these ideas to your library. Including:

- Examples of libraries who have successfully reinvented traditional Dewey layout
- Design and fabrication ideas for signage – covering both genre and traditional Dewey layout





About Kevin Hennah

Kevin Hennah's background includes 18 years experience working with dynamic retail brands such as The Body Shop, Virgin Mobile, OshKosh, Interflora, Westfield, Kathmandu and Australia Post. In 2002 he made the transition to work closely with libraries on strategies to maximise productivity of space and improve presentation and image. During this time he has visited in excess of 500 libraries throughout Australia, New Zealand, Asia and Europe.

Kevin Hennah's understanding of the operational requirements of libraries is coupled with practical advice that is sensitive to budget restrictions and challenges traditional thinking. He is the Author of The Victorian Public Libraries' Image Handbook and the featured author in 'Re-think, Ideas for Inspiring School Library Design'; released by The School Library Association of Victoria.

Challenging traditional ideas on library design and layout, Kevin Hennah has had input into the design of dozens of new libraries. On a weekly basis he works hands-on with library staff, sharing innovative ideas for makeovers on a shoestring budget. A keen supporter of technology in libraries, Kevin is also passionate about developing strategies to help print material compete with the Internet.

A regular public speaker at library events, Kevin Hennah has also developed a suite of library-specific workshops that explore innovations in library design, layout, furnishings, navigation and signage. Extremely well received, his workshops are toured throughout Australia each year and more recently outside Australia.

Some of his projects have included:

- On-site training to all 55 Victorian Public Library services
- Delivery of state-wide training for NSW Public Libraries
- Author of Victorian Public Libraries Image Handbook (2005)
- Training and consultations for Waitakere City Library Service, New Zealand
- Guest speaker at 2007 Reading Critical
- Keynote/guest speaker at numerous school library conferences in WA, QLD, NSW, TAS & VIC
- Keynote speaker at the 2007 ALIA National Library Technicians Conference
- Featured section in the 2007 SLAV publication 'Re-think! Ideas for inspiring school library design'
- Design input into dozens of Australian School and Public Libraries
- Creative concepts (consults) for low budget makeovers to over 200 libraries nationally (Public, Primary & Secondary Schools, TAFE & Universities)
- Guest speakers at 2010 Somerset International Celebration of Literature Conference
- Delivery of workshops for International Schools throughout Asia (2009 delivery in Bangkok, 2010 in Hong Kong & Tokyo)

Find out more at www.kevinhennah.com.au



Some feedback from previous workshops (more at kevinhennah.com.au)

"Your workshop was amazing. It has enabled us to create an extra dimension of collaboration among staff who do not work together on a daily basis, and have them strive to build momentum to improve the services they offer. Within 24 hours of the seminar, I have had three phone calls from attendees asking when we can start and two submissions of potential signage templates in line with your ideas"

Ross Duncan. Team Leader, Libraries. Sunshine Coast Regional Council. QLD

"This is the most useful seminar I have been to. It was full of practical ideas to enhance the libraries and enhance the borrowing by students"

Julie Langlands. Walloon & Tivoli State Schools. QLD

"So many great ideas and a presenter who was very knowledgeable and easy to listen to! One of the most inspiring PD sessions I have been to as a Teacher Librarian"

Tara Burton. King's Baptist Grammar School. WA

"Very inspiring and thought provoking, but also practical and affordable – taking into account libraries are often working with low or no budgets. You are heaven sent Kevin, thank you!!"

Enola Johnson. Tasmanian Fire Service. TAS

"Stimulating, Provocative, Fresh, Practical. Your ideas implemented across Australia will definitely constitute a specific legacy over time!" **Pip Sheehan. Trinity Anglican School. Cairns. QLD**

"Kevin has an eloquent and organised speaking manner. I was really enthused and he kept me fully engaged during the session" **Milena McKay. Adelaide City Council. SA**

"Excellent presentation, vibrant, inspiring. Beautifully targeted to meet the requirements of all types of libraries. A very big thank you"

Claire Nield. Batchelor Institute of Indigenous Tertiary Education. NT

"Great networking. Lots of laughter and fun. Graphic presentation was thought provoking and inspiring. Loved the way you highlighted books and reading without taking away from new technologies" **Robin Hempel. Charles Darwin University. Darwin. NT**

"I have been to several of your workshops before, but this one was more intensive. Great list of contacts for products and ideas for decorating on a shoestring (budget). I expected it to be good, but it was even better than I expected" **Janet Nolan. Eastern Regional Libraries. VIC**

"Great to attend something relevant to libraries and that is so practical. Lots of ideas to take away and try. Information I wouldn't have got elsewhere" **Heather W. Curtin Public Library. NSW**

"Plenty of ideas and contacts. Enthusiastic presentation. Thank you – extremely inspirational" **Margaret Chamberlain. South Australian Police. SA**



“Excellent use of retail concepts applied directly to libraries. So often workshops don’t focus on libraries and the issues of funding/budgets. Excellent examples of easy to achieve marketing ideas” **Pam Welford. Port Adelaide, Enfield. SA**

“FANTASTIC – Kevin’s enthusiasm and knowledge was contagious! I’m looking forward to utilising what I learnt/viewed today” **Annette. Aranmore Catholic College. WA**

“Every library staff member should attend this workshop...and attend regular refreshers!”
Alison Katona. Moreland Libraries. VIC

“Fabulous – I’ve never really thought too much about signage. You have given me so much to think and act upon. Thoroughly enjoyable, well worth attending”
Kelly Maxwell. Moreton Bay Regional Council. QLD

“This was one of the most enjoyable workshops I’ve attended. I’ve taken away lots of useful ideas” **Debbie Kirkbride. CQ University. QLD**

“A truly fantastic learning experience. A great opportunity to break out of ‘old’ mode and present a new 21st Century Library” **David Griffiths. Fairfield City Libraries. NSW**

“Fantastic. One of the most useful workshops I’ve attended”
Rebekah Schultz. Hurstville Library. NSW

“Totally inspiring: a reminder that the simple solutions are often the best. Fantastic day. All library staff need this sort of inspiration.” **Karen Mills. ALIA**

“My mind is spinning with ideas. I have heard a lot about Kevin Henna (all good) and I was not disappointed” **Barbara Philip. Tanglin Trust School. Singapore**

“Very inspirational with dozens of brilliant simple ideas. Very fast paced and thought provoking. You are undoing a library paradigm instilled centuries ago”
Darby Sinclair. Taipei American School. Taipei

“Wow factor plus!!! Ultra contemporary concepts made easy. Thanks a million – Fabulous”
Kate Stanley. Overseas Family School. Singapore

“Engaging, Exciting, Stimulating and challenging. Not overwhelming but very information rich”
Kim Cofino. International School Bangkok. Thailand

“Fantastic!!! The best PD day I have ever attended!” **Benjamin Farr. Tanglin Trust School. Singapore**

“Practical and inspirational. Gave information/ideas to improve on a day-to-day basis as well as for the bigger picture. Your perspective is a fresh viewpoint”
Anthony Tilke. Bangkok Patana School. Thailand