

BIBLIOBUS PIŠK MURSKA SOBOTA PRESENTATION OUTSIDE REGULAR STOPS



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The traveling library of PIŠK Murska Sobota annually performs some demonstration runs outside the regular stops

The purpose of this is for the library to bring itself among the people and demonstrate as well as provide its services to the local population.



In this way we promote reading, the importance of the library, encourage intercultural dialog and cultural cooperation.

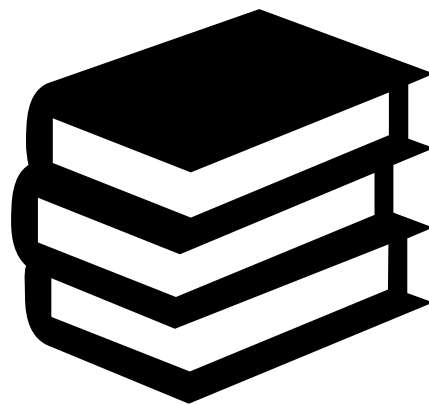


The goal of the promotion is:

- Connecting with the local places and expanding the working space of the library to a wider range,
- Promotion of reading and the library as a whole,
- Offer quality literature on the field, which in turn helps with reading literacy,
- Cooperation between the library, educational institutions, companies and other public institutes,
- Exchange of opinions, experiences and material,
- Getting to know future users.



We carry out the promotion of the bibliobus in various institutes – schools and kindergardens outside the regular stops, at commercial institutions and at events intended for a wider number of people (e.g. fairs)



In the year 2023, we had two presentations of our bibliobus at the company **LUŠT**, which belongs to commercial entities.



The visit or promotion was carried out at their so-called **Saturday market**.





In the marketplace in front of the company, were several activities presented at the same time. In addition to the traveling library, there were local artisans of various activities. In this way, the culture of living in our environment is promoted at the same time

The company is visited by a large part of the local population on Saturday mornings



There are also many visitors from the rest of Slovenia, as the company organizes guided tours on Saturdays.

Since the bibliobus is placed in the courtyard in front of the entrance to the exhibition space and shop, visitors cannot miss us



The presentation (at the fair) is carried out by having a poster made and placed in a visible place



In front of the bibliobus, we offer checked-out books in form of stand



This is the first step that entices visitors to stop by and start a dialogue.



When visitors look for something for themselves among the books, a dialogue is established about the traveling library and its operations.



Visitors are
interested in
WHEN, WHERE
and **HOW** the
traveling library
works.

They want to know if they can borrow books themselves.

Some don't even know the traveling library exists.

That's why the promotion is all that more important.



At the fair, we got to know a wide range of people.

We also established contact with other organisations and arranged a visit with them as well.

We also agreed to visit and perform fairytale hours at similar events.

Among other things, at one of our presentations of the bibliobus, we received local history material from Pomurje beekeepers as a gift.

At our promotions, we gained new members of the bibliobus, and at the same time introduced visitors from the wider Slovenia to the bibliobus service throughout the country.



The practice on our promotional rides is to give away signed off books to visitors.

There are people who, despite the proximity of the library, do not pick up a book, and with this we bring it closer to them in a nice way.

The ultimate goal of donating books is to establish a permanent **two-way communication** between users and providers – the library.



The bibliobus promotion proved to be a good practice in our library, with which we familiarized the local population with our activities.

The new members we aquired on those rides became our **regular customers**.

Although we do not stop at these stops, we are invited to visit them again on various occasions.

