**Heartland Fall Forum 2018 Education Panel Evaluations**

**Wednesday, October 3rd – Friday, October 5th, 2018**

**The Depot in Minneapolis, MN**

**Larry’s Evaluation of the Evaluations…**

**General Tips for the Education Committee Leads.**  
Give attendees something specific they can act on.

If it's a themed or genre specific panel provide a "best of" list (books, games, toys, vendors, publishers, authors, etc.)

USE YOUR MICROPHONE VOICE.

Provide contact info for each panelist on the handout.

If your panel deals with merchandising, displays or any visual element provide photos as examples.

If possible, provide numbers or statistics regarding Great Lakes and Midwest region customer habits.

Refrain from ageist comments (harmless or otherwise). For example, all young booksellers know how to use social media and older booksellers do not.

Leave time for questions.

Moderators record number of attendees in room for panel.

**Track 01: Nuts & Bolts**

**Falling in Love with Love: It's Not Falling for Make Believe (How to Sell Romance)**

**What is the most important thing you took away from this panel?**R.W.A. (Romance Writers of America) as a resource for all things Romance

**Did this panel generate any ideas for a future panel?**

Have authors from R.W.A. lead a future Romance panel.

**Track 01: Nuts & Bolts**

**Principles of Display Merchandising**

**What is the most important thing you took away from this panel?**

Less is more for a display.

Utilize “Staff Picks” in unique ways.

**Did this panel generate any ideas for a future panel?**

How to know your store’s personality.

How to act on time sensitive topics for displays.

General store design.

The fundamentals of display design. Bring in professionals to lead the panel.

Holiday themed display panel.

**Track 01: Nuts & Bolts**

**Boosting the Bottom Line Via School Fairs and Teacher Sales**

**What is the most important thing you took away from this panel?**

Become a book vendor with the district purchasing office.

**Did this panel generate any ideas for a future panel?**

How to deal with title one funding.

“How to” on book fair title selection.

Best practice for donation write-offs.

**Track 02: Bookstore Culture**

**Stop Searching, Start Promoting: Merchandise with a Purpose and Identity Merchandising**

**What is the most important thing you took away from this panel?**

Sharing of successes and failures is important.

Lists of vendors.  
  
The importance of small, limited quantity printings.

**Did this panel generate any ideas for a future panel?**

A panel on suppliers and vendors on how to source branded merchandise.

How to work with local vendors for unique branded merchandise.

**Is there anything else you would like to share about the panel?**

Sell booths to custom merchandise vendors on the tradeshow floor. Tie recommendations from the panel to booths on the floor so attendees can meet with them after the panel

**Track 02: Bookstore Culture**

**Fun and Games**

**What is the most important thing you took away from this panel?**

Create a game night. Possibly with reps and vendors in attendance.

Partner locally for community driven game nights.

**Did this panel generate any ideas for a future panel?**

Create a more genre specific game panel: Family, Strategy, Easy, DND, etc.

**Track 02: Bookstore Culture**

**How Not-So-Big Stores Can Act Big!**

**What is the most important thing you took away from this panel?**

Be creative, enthusiastic and ALWAYS tag publishers in your posts.

"I don't care about how big your store is I care about how big your mouth is."

**Did this panel generate any ideas for a future panel?**

A full day on Social Media and Marketing.

A panel of only publishers / publicists / reps telling bookstores what is important for them and what they want to see. “What Gets My Attention”.

A panel which includes publishers that is dedicated to B2B.

How to grow sales and profitability without events.

**Track 03: Technology**

**Why You Need Above the Treeline**

**What is the most important thing you took away from this panel?**

The importance of analytics.

**Did this panel generate any ideas for a future panel?**

Have this panel again lead by representatives from Above the Treeline and all attendees must bring a computer.

One-on-one Above the Treeline Session.

**Track 03: Technology**

**Likes Aren't Everything: How to Get the Most Out of Your Social Media Platforms**

**Did this panel generate any ideas for a future panel?**

This panel needs more time. Two social media panels – beginner and advanced.

A deep dive into analytics.

A panel on podcasts and podcasting.

Social Media tools.

Separate each social media platform into its own panel: Facebook, Twitter, Instagram, etc.

**Track 04: Publisher and Industry Relations**

**B2B (Business to Business) with Publishers**

**What is the most important thing you took away from this panel?**

Market to your customers and local businesses that you can provide B2B sales.

**Did this panel generate any ideas for a future panel?**

A B2B panel lead by publishers and reps.

**Track 04: Publisher and Industry Relations**

**Maximizing Pre-Order Campaigns Presented by the ABA**

**What is the most important thing you took away from this panel?**

The importance of pre-order swag.

Keep the customer informed about pre-order opportunities.

**Did this panel generate any ideas for a future panel?**

Focus on in-store campaigns and marketing ideas for pre-sales or author event campaigns that have stalled.

How to effectively utilize digital assets from publishers without being overwhelmed.

Pre-Orders 2.0 with a focus on POS systems.

**Is there something you would change about this panel?**

More how-to’s.

**Track 04: Publisher and Industry Relations**

**Curating Your Best Library and Bookstore Relationship**

**Did this panel generate any ideas for a future panel?**

Continue to bring in representatives from other industries into our panels to broaden perspective.

**Author Panel**

**Sci-Fi and Fantasy**

**Did this panel generate any ideas for a future panel?**

Repeat this panel and add other genre panels: YA, Mystery, Historical Fiction, Middle Grade, etc.

**Author Panel**

**Graphic Novel as Memoir**

**Did this panel generate any ideas for a future panel?**

A graphic novel panel geared towards adults.  
  
A graphic novel panel separated by ages.