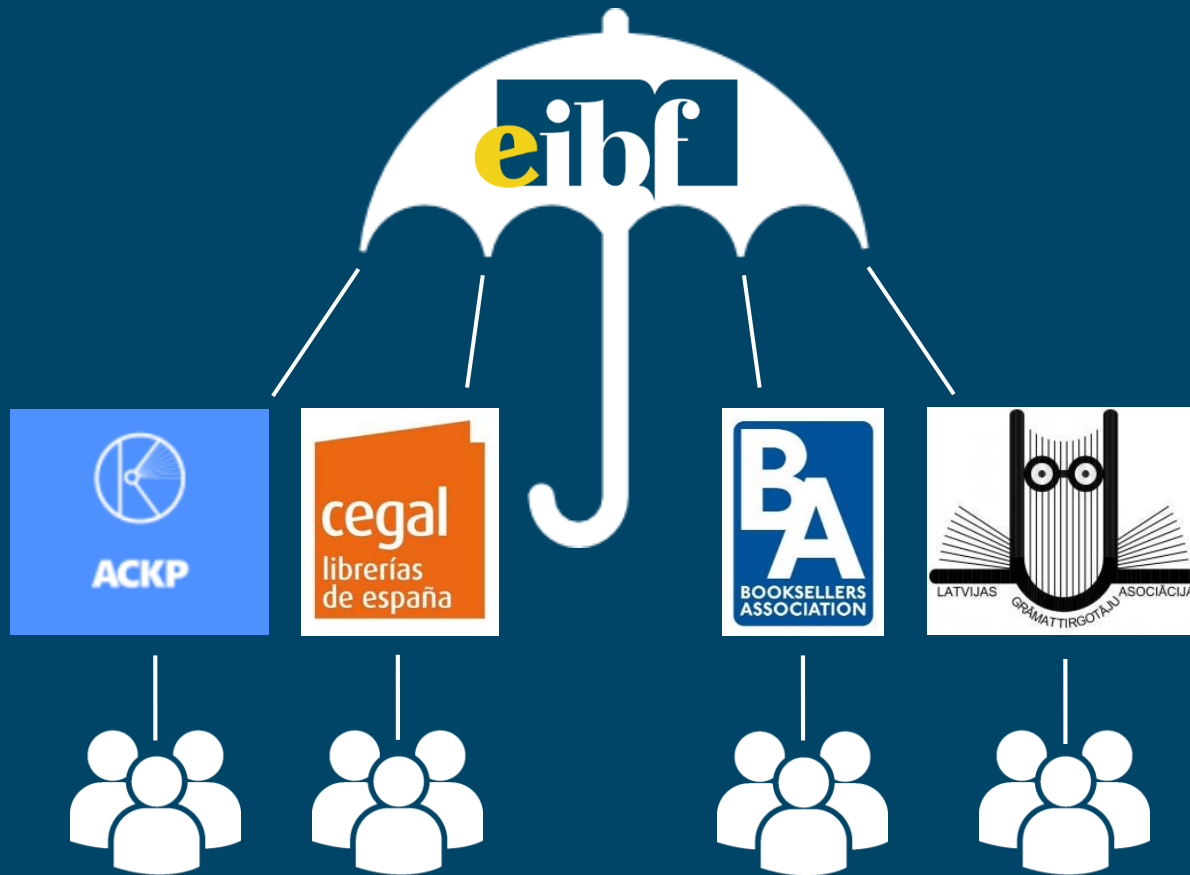


How to restore communication with the reader? Best practices



European & International Booksellers Federation

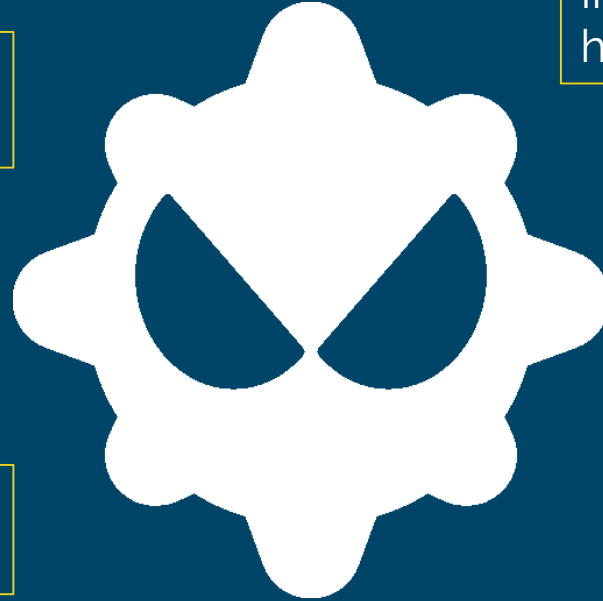
EIBF, an umbrella organisation for booksellers to get together



The COVID-19 pandemic

THE FACTS:

COVID-19 has severely **hit** our industry



In many countries bookshops had to close

Physical sales drastically declined

Online sales increased tremendously

Future was and still is uncertain

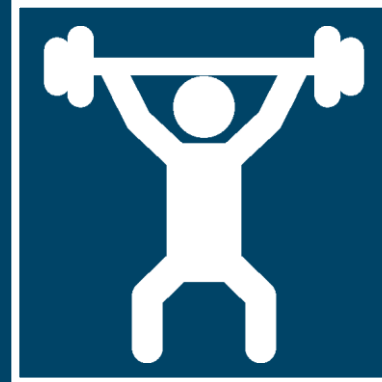
And yet...

Booksellers have proven to be

Innovative



Resilient



Resourceful



Essential to their readers community

'Reading allows you to go through time and space, to connect with other people and your inner self, to comprehend the world around you, and to find ideas, beauty, amusement. All that is possible just staying at home, with a good book. Reading can save us, now more than ever.'

Adapting to the situation

Accommodating the customer

Home deliveries



'Home delivery is a new service from many booksellers, including the Kiruna bookshop in the very north of Sweden. They even offer delivery by kick-sled!'

The development of online stores



A tailored offer



'We noticed a change in demand and are trying to adjust our product range, for example, board games and puzzle books are being bought more often'

The importance of social media

Keeping in touch with readers

Live events



Online children story time



Online auction



'We had Sunday Story Time for children, but with the situation escalating, we have responded in kind and are doing daily live readings. Our viewers have been engaged, and are suggesting what books we should read next'

'We will be launching soon a community initiative on social media where our readers and friends will suggest and tell/write something about the books they bought at Librebook!'

The power of the community

Book and culture as solace

"We experience a huge approval and solidarity from our customers. They continue buying books via our online shop or by calling, e-mailing or texting us. ."

"The smaller the bookshops are, the closer is their connection to customers."

'Being able to connect grandparents with their grandchildren through books during lockdown was something that really touched us'



Reading campaigns

The power of the hashtag

#ChooseBookshops
#lasamgramatasmajas
#TerazCzasNaCzytanie
#YoLeoEnCasa
#ЧететеКниги

**GELUKKIG KUN
JE THUIS OOK
VEEL BELEVEN**

Bezoek (online) je boekhandel of
ga naar onlinebibliotheek.nl

**ALS JE NIET NAAR
BUITEN KAN,
HAAL JE DE WERELD
TOCH BINNEN?**

Bezoek (online) je boekhandel of
ga naar onlinebibliotheek.nl

**HELE
NORGE
LESER**

#helenorgeleser

#ikleesthuis

A new way of living

How to deal with the new sanitary rules

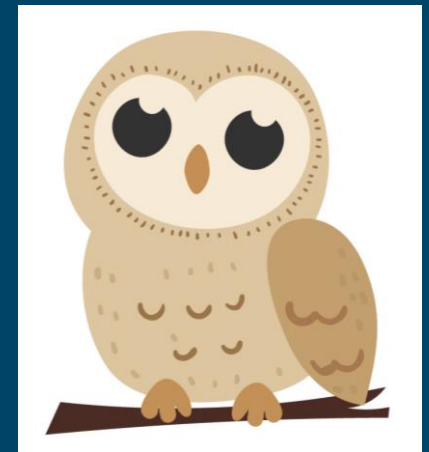
A board game to respect social distancing measures



A traffic light to regulate the flow of customers in the shop



Keeping children busy while they are not at school



'We launched a story contest for children and teenagers. Schools in Romania are closed until 20 April, so we are asking children to not just spend time reading, but to also write a story about owls and books, and send it to us. We'll choose 10 and publish them in a book at the end of the year'

To conclude

Resilience, innovativeness and resourcefulness are the key



Keeping to engage with customers: offline and online



Keeping to provide local communities with access to books and culture.



"This will be a good time for reading, and reconsidering our own personal and business priorities in terms of resilience."

Thank you for attention



"Imagination is the only weapon in the war against reality"
Lewis Carroll