

# JURIED PRODUCT DEVELOPMENT FORUMS INVITATION TO PARTICIPATE

## GOAL

The Charleston Conference creates an opportunity for a dialog among publishers, vendors and librarians on industry issues. In keeping with this approach, Juried Product Development Forums were created for publishers and vendors to gather market input from librarians on the development of a particular product or service. Recently this approach has been expanded to allow publishers to provide feedback to vendors on new services. Focused on product development, the Forums can provide insights to answer a company's internal questions and ongoing debates about product offerings, pricing, delivery options, and the like.

The Forums for the 2010 Charleston Conference will be on Wed., November 4th and Thurs., November 5th at 5:30 -6:45 pm.

The Juried Product Development Forums are an opportunity to listen to market feedback. If you wish to demonstrate, promote or sell products — The **Vendor Showcase** held earlier on Wednesday afternoon November 3<sup>rd</sup> or the **Fast Tech Talks** on Saturday, November 6<sup>th</sup>, are the ideal settings. Information on both these events is available on the Conference website at <http://www.katina.info/conference/events.php>.

## PUBLISHERS AND VENDORS

The Charleston Conference is an ideal venue for an extended conversation about the development of a selected product or service. Publishers and vendors can obtain market feedback on:

- ❖ new business models
- ❖ pricing strategies
- ❖ features and functionality

This information can contribute to the creation of customer-oriented products for libraries resulting in a shorter sales cycle.

Publishers and vendors are invited to apply to participate in the Forums. The application form is part of this document and is also available on the Charleston Conference website at **www.katina.info/conference**. Space available for the Forums is limited and a selection committee will review and evaluate applications.

## APPLICATION SCHEDULE

- ❖ August 13th — Deadline for application form
- ❖ September 15th — Notification of all applicants
- ❖ October 15th — Payment required to confirm participation.

## COST

\$1800 upon acceptance.

## APPLICATION PROCESS

The Forums will be announced and application forms posted on the website. Applications are required from all companies interested in participating. Any publisher or vendor may submit an application. Preference will be given to those:

- ❖ who have an innovative concept to test with the market
- ❖ who have a product in development and are seeking guidance on its functionality or pricing
- ❖ who are new and seeking customer feedback on the best approach to the market.

The Forums are an extension of the dialog that occurs about a specific product or service. Attendees expect to discuss a product or service as if they were in a focus group or on an advisory board.

Successful Forums are a dialog with the audience providing feedback on a product or service. Guidelines for successful Forums suggest that companies:

- ❖ Allow at least half the allotted time for discussion.
- ❖ Involve their product development staff.
- ❖ Distribute literature related to the product under discussion only.
- ❖ Avoid PowerPoint presentations if possible as they limit dialog.
- ❖ Refrain from handing out giveaways, toys, "stuff."

We will provide evaluation forms for each of the Juried Product Development Forums to solicit feedback from participating publishers, vendors and librarians. A representative of each participating organization can pick up copies of their evaluations after 10 am the day following the presentation. Evaluations and feedback will be reviewed by the selection committee and considered in future selections.

## ATTENDEES

The Forum sessions for librarians are intended for **library staff** and will be closed to other publishers and vendors while Forum sessions intended for publishers will be limited to the expected audience. Attendees will be pre-registered and each session will be screened by “door monitors.”

- ❖ Charleston Conference will encourage all attendees to participate through:
  - Email invitations to pre-registered attendees
  - Announcements on the conference website
  - Announcements during the conference and in the conference program.
- ❖ Publishers & vendors may invite their customers to sign up for this event.
- ❖ Distributors, consultants or individuals from other companies will be admitted if the participating publisher or vendor has added their name to the list of attendees for their session.

Rooms vary in size and will be assigned based on response from attendees unless the publisher or vendor limits the number of participants. Forum attendees are expected to notify the JPDP desk if their plans to attend change and to stay for the entire session. A list of pre-registered attendees for each session will be provided to the company contact for session the week of the conference.

## VALUE

Feedback from 2009 participating publishers and vendors indicate that the Juried Product Development Forums are achieving the intended results:

*“The session provided great feedback at exactly the right time in the product’s development, and will have direct effect on that development.”*

*“We were fortunate to have a great group of sharp, knowledgeable, engaged librarians, and they provided us with some very helpful feedback on our product at a critical time in its development. This was one of the most productive focus-group conversations we had.”*

*“This was a helpful session for us. As a UK publisher, it is expensive to have user groups and this was a way of achieving this.”*

**JURIED PRODUCT DEVELOPMENT FORUMS**  
**PUBLISHER AND VENDOR APPLICATION FORM**

**DEADLINE:** August 13, 2010

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Why do you want this slot?** What customer interactions or internal questions prompt you to request this slot? Why should the committee select your application? \_\_\_\_\_

**How will the session be structured?** Describe how the session will be developed (demo, handouts, focus group format) to accomplish your objectives? (PowerPoints should be carefully considered as they can discourage a two-way dialog — consider handouts and allow time for discussion.) \_\_\_\_\_

- ❖ Is there a size limit for your group? \_\_\_\_\_
- ❖ Is your group limited to \_\_\_\_\_ Librarians? \_\_\_\_\_ Publishers? \_\_\_\_\_ Both?
- ❖ AV provided includes Internet access, LCD panel and screen. You should bring your own PC.

**Which staff will lead this session?**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

**SCHEDULE**

If your company is selected, would you prefer:

\_\_\_\_\_ Wednesday, November 3rd, 5:30-6:45 pm

\_\_\_\_\_ Thursday, November 4th, 5:30-6:45 pm

\_\_\_\_\_ No Preference

**ABSTRACT**

Limit to 50 words. Abstracts should describe the session and set expectations for participants. The abstract serves two purposes: 1) it will be used by the committee to assess the suitability of the session; 2) it will describe the session in the list of Forums that attendees will use to select which session they might be interested in attending. Promotional content is likely to be edited.

**GUIDELINES**

- ❖ Successful presentations are a dialog with the audience allowing feedback on a product or service.
- ❖ Allow at least half the allotted time for discussion.
- ❖ Involve product development staff.
- ❖ Distribute literature related to the product under discussion only.
- ❖ Avoid PowerPoint presentations if possible as they limit dialog.
- ❖ Refrain from handing out giveaways, toys, "stuff."

**SUBMIT BY AUGUST 13, 2010 TO:**

Sharna Williams at [williamssh@cofc.edu](mailto:williamssh@cofc.edu). Ms. Williams is a conduit for all communications between applicants and the selection committee. The membership of the selection committee will not be made public. Applicants are asked to respect Ms. Williams' neutral role in this process. All questions should be addressed to Ms. Williams at the email above or (843) 953-8008.