

PROGRAMME Swedish group III

23 – 25 August 2007

30 persons

Contactperson: Lena Lundgren

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“vraag-gestuurd bibliotheekwerk – marketing – klantengroepen”



Day / time	Activity
Thursday 23 August	
	Arrival at Schiphol Amsterdam Airport
12.00	By train to Amsterdam Central Station To hotel
Afternoon 14.00 – 16.00	Take metroline 51 to: Welcome/Tour Public Library Public Library Amstelveen Stadsplein 102 1181 ZM Amstelveen T 020 – 6414126 Contact: ms Edith Hollander, info@bibliotheek-amstelveen.nl and Marja Evers. Mention: customer orientation
Friday 24 August	
09.00	Introduction on marketing services by Björn Stenvers Introduction on the new Amsterdam public library (opened 07-07-07) Oosterdokseiland, next to main Railwaystation Contact: Björn Stenvers Head Marketing t. 00-31-20-52-30-749 f. 00-31-20-52-30-948 e. marketing@oba.nl
11.30	Train to Almere
14.00	Shop-formula's and user group segmentation Visit to Public Library Almere Schrijverstraat 1 1315 HW Almere T 036 – 5486000/28 www.bibliotheekalmere.nl Contact: Ms. Marga Kleinenberg, m.kleinenberg@bibliotheekalmere.nl and Ms. Polly Rademaker, p.rademaker@bibliotheekalmere.nl
16.30	Return to Amsterdam

Saturday 25 August		
	Programme by choice:	
9.00 10.00 – 11.30/12.00	By ferry Public Library Velsen Dudokplein 16 1971 EP IJmuiden T 0255 – 525353 www.bibliotheekvelsen.nl contact: ms. Annemieke Schoen and ms. Trudy Bos	By train Public Library Heerhugowaard Parelhof 1A 1703 EZ Heerhugowaard T)72 - 5764800 Contact: Ms. Karen Bertrams kbertrams@probiblio.nl
	Train to Schiphol Amsterdam Airport	
	Flight to Stockholm	