

Sustainable and collaborative solutions to showcasing your resources

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Join the Vevox session

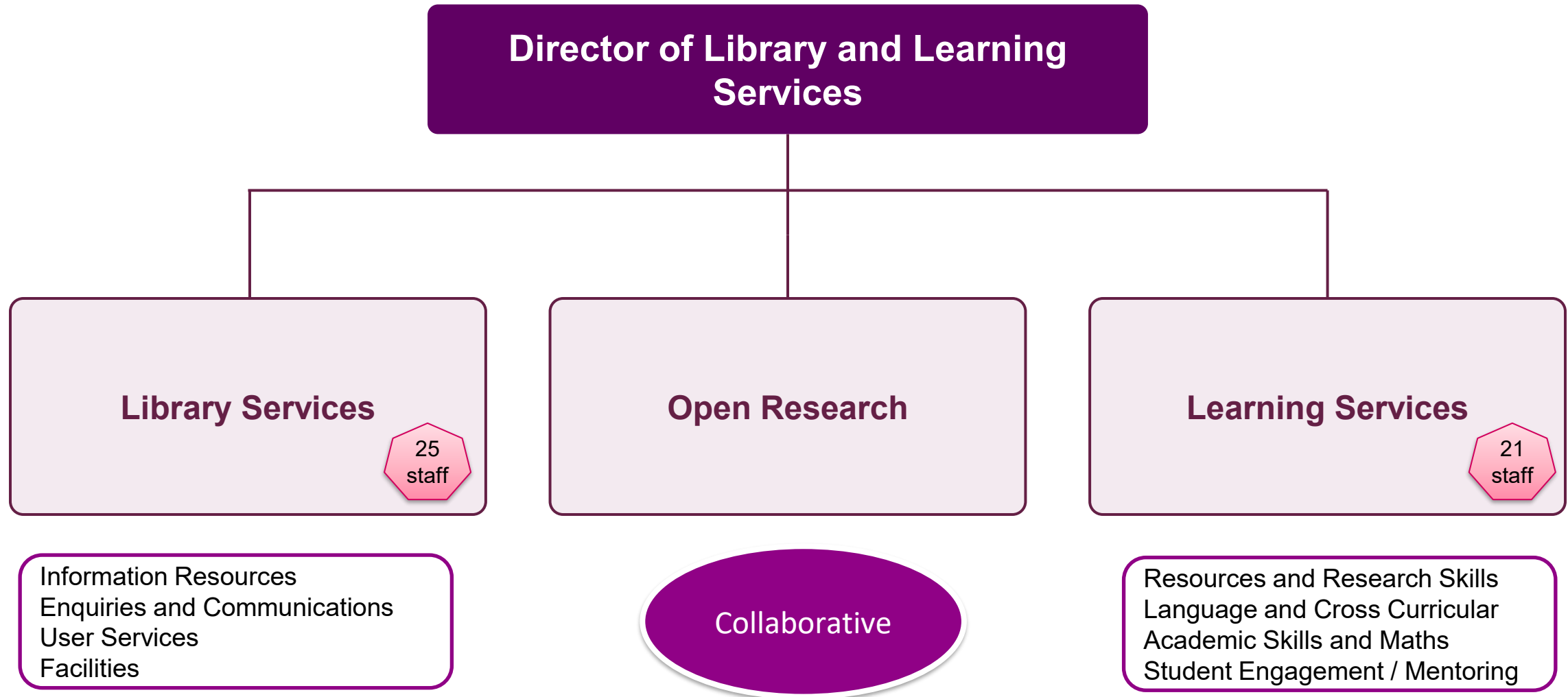
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Library and Learning Services - structure



Subject Librarian....



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Question slide

Please rank the options 1-6 with 1 being the promotion tool you use the most.

Taught sessions

1 to 1 appointments

Website

Social media posts

Training provided by supplier

Suppliers - visible presence on campus



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Preparing Results

Please rank the options 1-6 with 1 being the promotion tool you use the most.

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RESULTS SLIDE

Think about what you already do...



Our biggest opportunity for promoting resources is through embedded sessions in a programme

How can we use the interaction with academic staff to raise awareness of our resources?

1 Where do you add your teaching materials for students?
Do you provide links to the resource?

2 Are the databases listed on the module resource list?

3 Could you provide a slide for the academic's slide deck?



Your supplier relationship –



Rethink your supplier relationship

How many of us participate in conversations with suppliers about the resources they are selling and how they can benefit us?

How many of us ask for an active collaborative partnership with our supplier?

Resource Showcase



Time Spent

- Four template emails
- Receiving and storing any materials
- Promotional Marketing
- Organising the space the day before
- Welcoming the publishers on the day

Impact

- Each publisher interacted with 40-50 people in 4 hours
- Business Source unique item requests increased by 59%
- Financial Times page views increased by 21%

Supplier feedback

“

I think the setup was great and I had constant engagement from students all day. The only comment is that many students didn't know what the event was for, so came up to ask. Perhaps next time a large sign saying 'Learning Resources Discovery Day' or something similar would be helpful.

”

“

Lots of general interest in what **** offers from new students who will be using the content moving forward so it was great to be able to direct them on to the training session! Lots of questions from PG students around how to get published . We do also do a training session on this – let's talk

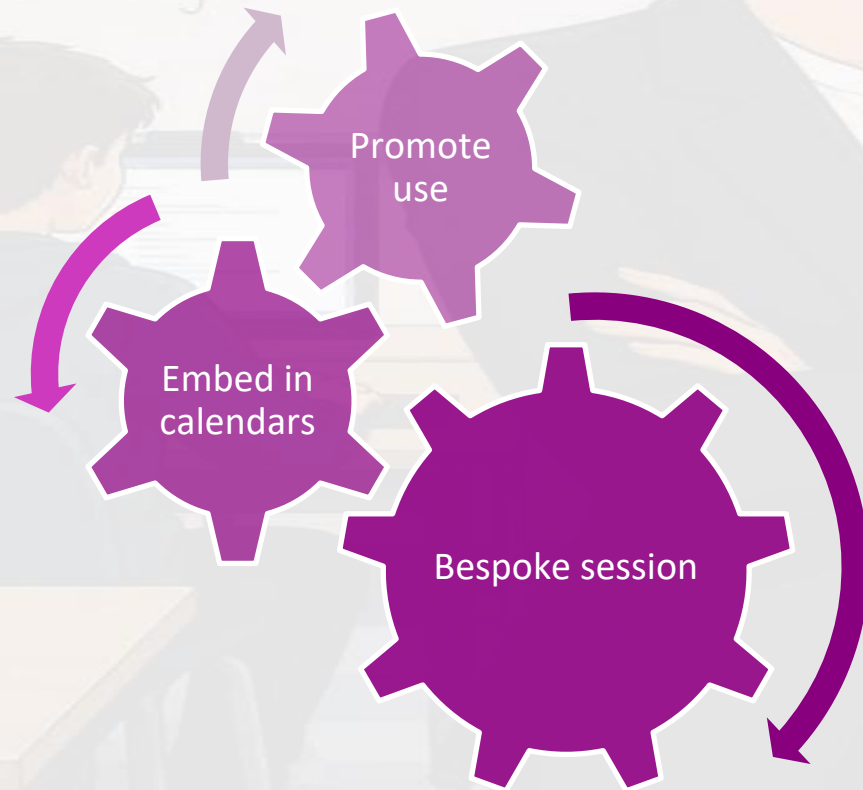
”

Resource Training – but that is my job!



Resource Training – it IS my job, but the suppliers can help..

- Learn
- Practice
- Create
- Think Critically



Case Study

Sage Business Cases

Provides instructor access to teaching notes. Aim to encourage academics to use the resource instead of purchasing cases from elsewhere.

Targeted 336 academics by embedding the teams invite into their calendars.

55 accepted and joined the training provided by the resource trainer.

11 new requests for instructor access.

Resource admin portals

Email Templates

Posters

User Guides

Infographics

Branding

Videos

ProQuest One Business : Home

Search this Guide

Search

Home

[What is ProQuest One Business?](#)

[ProQuest Research Assistant](#)

[Training videos](#)

[Recordings](#)

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Content

Unique Features

ProQuest One Business combines multiple ProQuest business information databases - including e.g. the ABI/INFORM Collection and J.P. Morgan Research - to a total of more than 130 million documents.

For more details about the content within **ProQuest One Business** please refer to the [Content page](#).

To facilitate the research of e.g. company or market information ProQuest developed new corporation and business subject thesauri for **ProQuest One Business** as well as a new indexing for e.g. different types of reports and report content. Based on this new indexing **ProQuest One Business** offers special search and navigation features that are not available elsewhere on the ProQuest Platform. For more on how to use these features please see the [Unique Features page](#).

Though it is in many ways unique **ProQuest One Business** resides on the ProQuest Platform and many basic functions – like navigation, basic search, personalization etc. – are the same across the whole platform. For additional information about basic and advanced functionality or administrative capabilities, visit the [ProQuest Platform Libguide](#).

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English X

Search Type a search term or keyword...

Resources

My Learning

What's New?

Product Training Calendar & Video Library

Interactive Walk-throughs

About the results: Walk-through

Alerts: Walk-through

Batch search: Walk-through

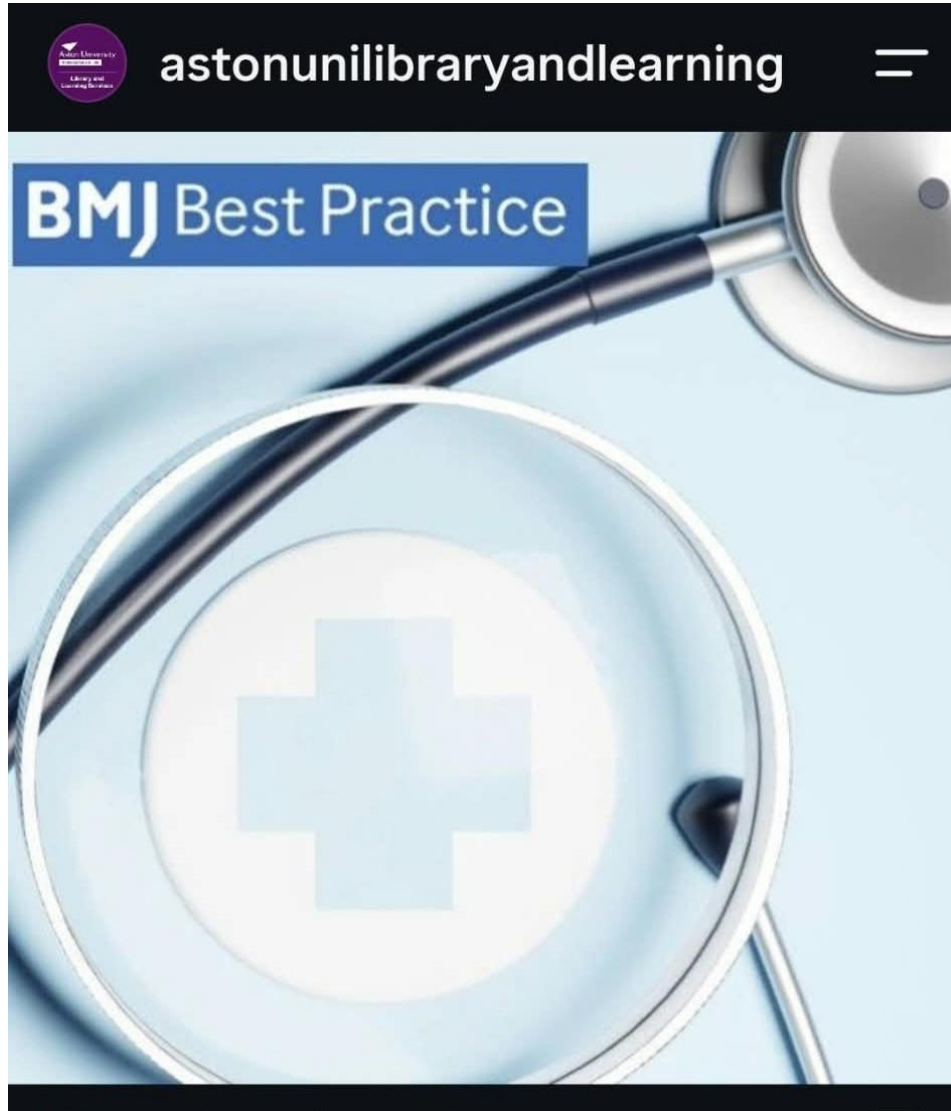
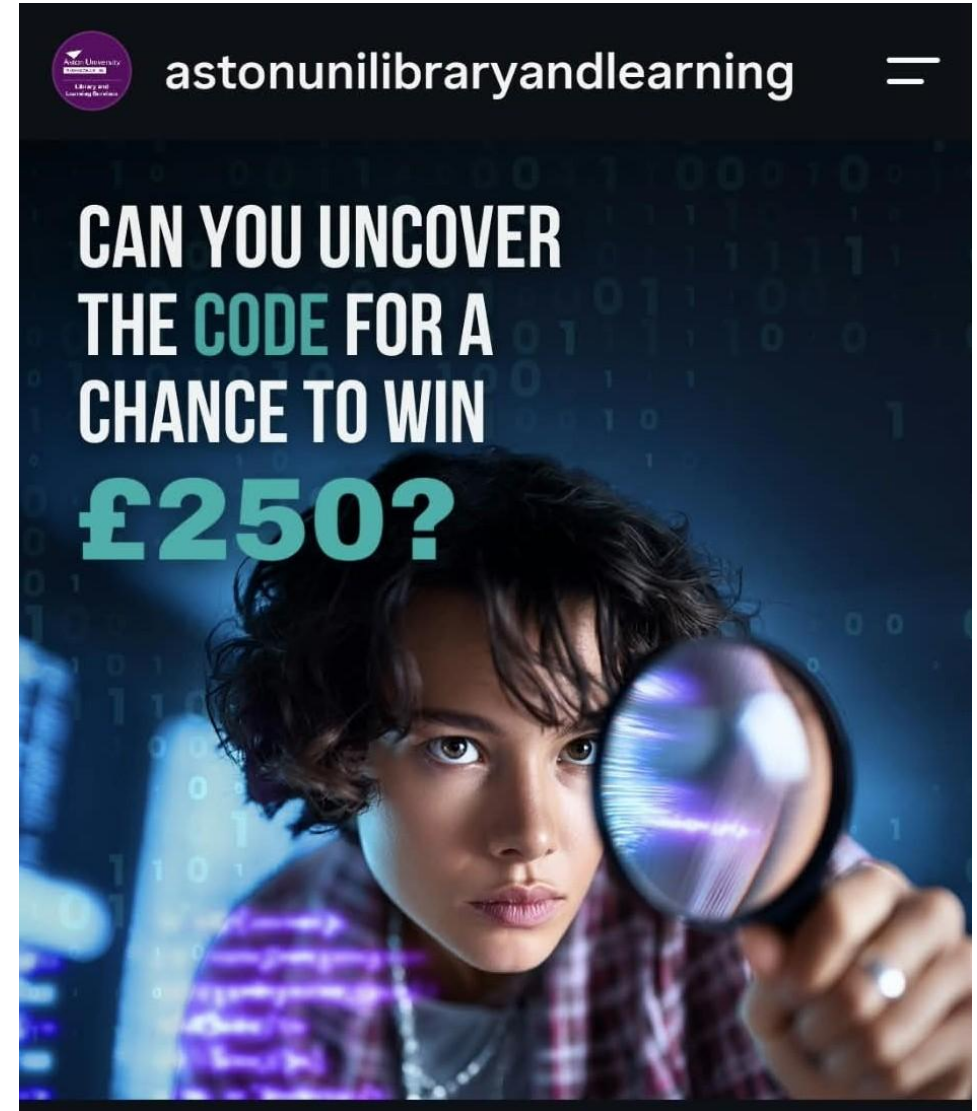
Boolean operators: Walk-through

Build a search: Walk-through

BvD ID Lookup: Walk-through

Exporting: Walk-through

Social media examples



Key takeaways

Embed links in your VLe

Use reading lists

Partner with suppliers

Host a showcase

Reuse supplier assets

Measure the impact

Thank you

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