Library Advisory Boards: Library Relationships and Communication at Springer

George Scotti, Director of Channel Marketing, discusses the concept and importance of Springer’s Library Advisory Boards

► What is a Library Advisory Board?
► Springer has an established Library Marketing team that focuses on regular communications with academic and corporate libraries. This team manages the promotion of Springer products to libraries, consortia, and agencies and also provides marketing strategies and sales tools to generate leads.

A significant and successful component of Springer’s relationships with library customers is the concept of the Library Advisory Board (LAB). Springer has formed and continually maintains four dedicated LABs to facilitate two-way communication with the library community:

► Americas
► Europe/Middle East/Africa (EMEA)
► Asia Pacific
► Global Corporate Board

► Who are the members of the Library Advisory Boards?
► The Library Advisory Boards are comprised of key, innovative customers who are the most influential in the library community. The LABs for the Americas, Europe, and Asia are made up of members from the academic and government communities, and the global Corporate LAB has representatives from the IT, pharmaceutical, chemical, and automotive sectors.

► How do the LAB meetings help Springer’s product development?
► The LAB members provide direct input into Springer’s business models, pricing, product development, and policy strategies to make certain that Springer is market driven. They assess the potential of new products and offer feedback to help Springer develop a comprehensive strategy for product development.

► What are some examples of topics discussed at the LAB meetings?
► Recent LAB meetings have discussed topics such as Open Access, the role of the library in the future, the relationship between librarian and publisher, Springer’s value in the library market, journal growth and acquisition, eBooks, and fulfillment/purchasing models.

► What has been a significant achievement of the LAB concept?
► The most rewarding aspect has been the direct interaction with the LAB members. They view Springer as a partner and are very appreciative that Springer is approachable and eager to listen to their feedback and ideas.

For further information on Springer’s Library Marketing tools and services, please go to

springer.com/librarians

Impressions of Library Advisory Board Meetings in 2008

Society Zone Spring 2009. For more information visit springer.com/societies