



## Promotion Toolkit

**Quick Reads publication date: 20 February 2020**

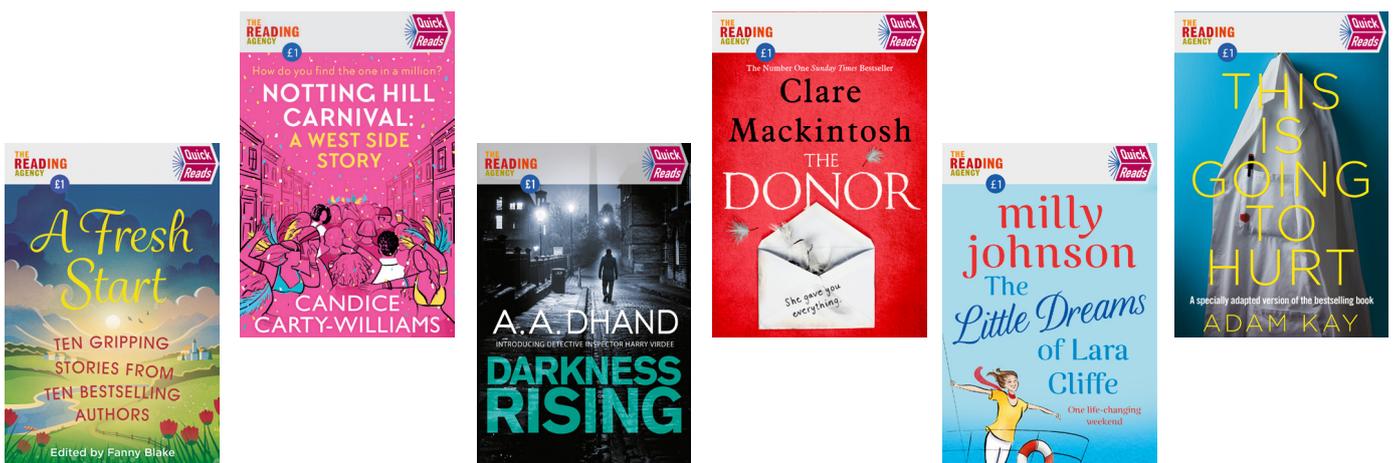
-  **Introduction to Quick Reads**
-  **Who are Quick Reads for?**
-  **Staff awareness**
-  **Display materials and resources**
-  **Ideas to promote Quick Reads**
-  **Online and social media**

# Promotion Toolkit

## Introduction to Quick Reads

Quick Reads aims to bring the pleasures and benefits of reading to everyone. Each year, Quick Reads commissions high profile authors to write short, engaging books that are assessed by literacy experts to ensure they are accessible to new and emergent readers.

Quick Reads are now available to order and will be published on 20 February. **We will be celebrating Quick Reads throughout the week 17-21 February.** Whether you're a library, workplace, prison or learning provider, we've gathered together some ideas in this pack that will help you to get involved!



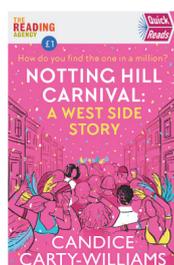
## Who are Quick Reads for?

Quick Reads have been created specifically for adults who are less confident readers, who may not see themselves as readers or who may feel that it has been a long time since they have read. They will also appeal to younger people who feel daunted by reading their first book. Quick Reads, and these materials, aim to develop lifelong reading habits.

In the terms of the English Adult Literacy Core Curriculum levels, Quick Reads are often seen as suitable for those at Entry 3, Level 1 or Level 2. Adult literacy or functional skills English learners below Entry 3 are likely to find them too challenging (as may some Entry 3 learners), but everyone is different, so it is always worth having a look.

ESOL learners – those learning or developing their English as an additional language – often find Quick Reads a helpful introduction to reading books in English and a useful way to develop vocabulary and awareness of language structures. Quick Reads are frequently used by ESOL teachers at Entry 3 or above. What works with individual learners will depend on the learners and the particular books.

Quick Reads could potentially be used with a range of groups and levels, depending of course on how you use them. It is worth remembering that Quick Reads are authentic texts – real books written by real authors – and so can be particularly motivating for adult learners.



**"Quick Reads allows people... to engage in stories in a way comfortable to them"**



Candice Carty-Williams



**"Reading is the key to a life enriched"**



Milly Johnson

## Staff awareness

Staff play an essential role in promoting Quick Reads and making it a success. To help ensure staff are confident in promoting it, you may want to:

-  Provide background to Quick Reads by running a staff **briefing session**, or send out this briefing pack or a newsletter to staff.
-  Encourage staff to **tell readers** about Quick Reads and to talk about the books from the list that they have read
-  Discuss ideas about the **opportunities** this initiative offers you: how are you going to encourage people to get involved? Are there particular groups you want to engage?
-  Read one or some of the books on the list or feature them in your **reading group** – they're all brilliant books designed to appeal to a wide range of people so why not give them a go? You can use the [reading guide and discussion cards](#) to guide the conversation.
-  Libraries: encourage staff to make **displays** of the books.
-  Workplaces: start a lending library or space to display recommendations and reviews.
-  Learning providers: think about how library staff and tutors can collaborate, for example, using the learning resources and discussion questions in class

## Display materials and resources

This year we collected orders for Quick Reads POS in November 2019. If you placed an order you will receive your display material in the first week of February 2020. The pack contains: 3 posters, 50 bookmarks and 5 shelf talkers. If you did not place an order for printed material, please check with your library authority or trade union as they may have ordered on your behalf. In addition to printed material we have a range of downloadable material on our website that you can print yourself or use digitally. These resources include:

-  [Posters and editable posters](#)
-  [Dumpbin header](#)
-  [Bookmarks](#)
-  [Shelf talkers](#)
-  [Reading guides and discussion cards](#)
-  [A fortune teller](#)
-  [Social cards](#) to share on social media
-  [Packshots](#)

## Ideas for promoting Quick Reads

-  Display Quick Reads **posters** in windows and exterior notice boards to promote Quick Reads in your organisation
-  Learning providers: If you're using Quick Reads in a classroom setting, put posters, displays and reviews on classroom display boards
-  Use a **display board** for readers' favourite books, comments/reviews and to showcase news articles, author features, staff choices, and any controversies!
-  Libraries: Create a **dedicated Quick Reads display** using the books from the 2020 list. Make sure that the display is prominently positioned, and make use of foyers as well
-  Libraries: display books in **multiples** and **'face-out'**. You will need to keep an eye on refreshing and stocking the display. Use shelving and tables, and consider putting reservation cards on the display for books not immediately available.
-  Remember to make use of the Quick Reads back catalogue and signpost readers to other titles by each author. We hope starting with a Quick Read will introduce readers to new authors and genres and inspire them to read more by authors they have enjoyed.
-  Display some Quick Reads near the children's reading area to be picked up by parents.
-  Introduce a Quick Reads **comments book**, or display board, for readers' reviews.
-  Learning providers: use the free resources available on The Reading Agency website in lessons. You can use the fortune teller to make the book choice more playful and the reading guides and discussion cards to give a quick overview of the titles in your display and spark discussion in reading groups or lessons.
-  Trade unions: get in touch with your regional reps - could you organise a regional event? Invite an author?
-  Start a Quick Reads reading group - at work, in a prison or public library, it could focus on new parents, ESOL learners and your local learning centre.
-  Any other ideas? Remember to share your unique ideas on social media to inspire others.

### **Library display competition**

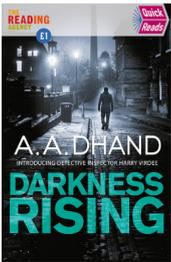
We will be holding a library display competition from 17 February until 20 March. To enter, share your photos on Twitter with #QuickReads @readingagency. We'll contact the winner via twitter.

## Online and Social Media

Spread the word about Quick Reads online to reach more readers.

-  Follow and engage with Quick Reads on social media
  -  Facebook: @readingagency
  -  Twitter: @readingagency #quickreads #QuickReads
-  Share images of your displays on Twitter using #QuickReads to enter the **Library Display Competition**
-  Visit the dedicated Quick Reads page on The Reading Agency website: <https://readingagency.org.uk/adults/quick-guides/quick-reads/>
-  Write a simple press release and send it to your marketing team to publish on your website, Twitter and Facebook page
-  Contact your local media and let them know about your plan and the new readers you are reaching through Quick Reads
-  Contact a local author or poet
-  Download [packshots](#) and [social cards](#) from The Reading Agency resources database
-  Two Quick Reads are on the [World Book Night](#) list for 2020. Remember to celebrate them on 23 April within your World Book Night initiatives and displays.
-  Quick Reads are a great resource to use alongside [Reading Ahead](#), both as a first read or to work towards to as a final goal, depending on the starting level of participants.
-  Encourage Reading Ahead participants to rate and review the new Quick Reads on [Find A Read](#) on the Reading Ahead website.





**"I'm thrilled to be part of such a vital scheme as Quick Reads"**



A.A. Dhand



**"Quick Reads shows that not only is reading achievable but that reading is fun"**



Mahsuda Snaith, author of *The Estate*

## Suggested tweets

Feel free to write your own tweets about Quick Reads, but here are some you can use or adapt if you'd prefer:

-  Quick Reads @readingagency have distributed 4.8 million copies since 2016! Pick up your #QuickReads today <https://bit.ly/2Nnp2IP>
-  Each year @readingagency work with bestselling authors to produce six short and engaging books! Get your #QuickReads today! <https://bit.ly/2Nnp2IP>
-  Quick Reads @readingagency reveals stellar line-up of authors who have penned bitesize books for #QuickReads @AdamKay @JojoMoyes @FannyBlake1 <https://bit.ly/2Nnp2IP>
-  Are you looking for something engaging and accessible to read by best-selling authors? Quick Reads @readingagency are available from your local library <https://bit.ly/2Nnp2IP>
-  Know someone who has fallen out of love with reading? Quick Reads from @readingagency has the answer! <https://bit.ly/2Nnp2IP> #QuickReads
-  Pass on the pleasure of reading - Pick up your #QuickReads at the library today and tell a friend! @readingagency <https://bit.ly/2Nnp2IP>
-  1 in 6 people in the UK find reading difficult. A #QuickReads makes sure we can all enjoy a good book! @readingagency <https://bit.ly/2Nnp2IP>



**"I've seen first-hand the real impact of Quick Reads and I believe these books are more important than ever"**

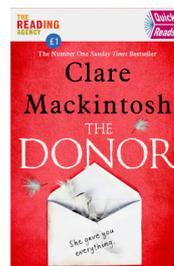
Jojo Moyes, author of *The Makeover*



Download our Quote Cards and use them when you tweet about Quick Reads

## Feedback

We would love to hear from you about how you promoted Quick Reads. Contact us on Twitter or at [lily.staunton-howe@readingagency.org.uk](mailto:lily.staunton-howe@readingagency.org.uk)



**"Quick Reads addresses a very real need — pacy, good-quality storytelling, in an accessible format"**



Clare Mackintosh