

# DIGITAL + ANALOGUE = A BRIGHT FUTURE

Last year I was invited to speak at the Queensland Public Library Association Conference on the future of libraries. I was fortunate to hear their keynote speaker, Anders Sorman-Nilsson, talking about his new book *Digilogue: How To Win The Digital Minds And Analogue Hearts Of Tomorrow's Customers*.

What he spoke about resonated with me in relation to ALIA's Future of the Profession project. He believes the success for businesses moving into the future is to embrace both the analogue and the digital, using the example of Apple, a global brand that is very much a digital company, but has embraced the 'analogue' through their physical stores.

When others in the computer industry saw this as madness, Apple has proven them wrong. So wrong in fact, that eBay are now planning to build stores across America. The Apple stores have proven to be very popular, but not just by having a physical presence. They are also popular because they deliberately chose to treat everyone who

enters the store as though they are a special guest in an exclusive hotel. Sorman-Nilsson explains this as winning the hearts and minds of your customers by embracing both their digital minds and analogue hearts. I was so taken by his presentation that I bought his book and have found it extremely interesting.

**We in libraries can benefit from this thinking. By clearly identifying which parts of our service can never be digitised, and by engaging our consumers' hearts by telling these analogue stories in a winning fashion, we can stand out from others who profess to offer what we do.**

This, of course, is just the tip of the iceberg in terms of what Sorman-Nilsson is saying in his book. I urge you to read more and consider the activities he suggests. You can start planning your long term analogue futures and considering the digital components you can offer alongside it. Tell your analogue story through digital means but make your stories engaging.

Consider what your patrons want for their digital minds and what they crave for their analogue hearts.

JULIE RAE  
ALIA President



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## AUSTRALIA DAY HONOURS

We are delighted to offer our congratulations to Janice Nitschke, Manager, Libraries, Information Services and Tourism at the Wattle Range Council in South Australia, on receiving an Order of Australia for significant service to librarianship and the community in South Australia. Janice has been a long term member of the Public Libraries Advisory Committee as well as the Libraries Board of South Australia.

Congratulations also go to Judith Bundy, Co-Proprietor and Manager of Auslib Press, who has been awarded an Order of Australia for services to public education and the community.

We are also pleased to add our congratulations to International Board on Books for Young People National President Dr Robin Morrow, who was also awarded an Order of Australia this year in recognition of her significant services to children's literature.