

GenreCon!

Where pop culture and literature collide



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Alexandria Library
Alexandria, VA

The Origin Story

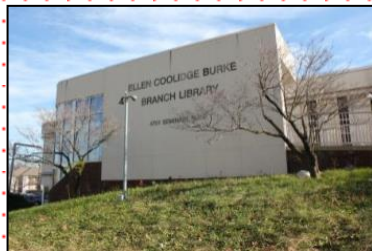


It's always best to start at the beginning.

- Glinda the Good Witch, The Wizard of Oz

Why Do We Do It?

- Reach the 13-30 audience
- Use pop culture as a gateway to library services
- Have fun!



GenreCon I: Steampunk



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Spotify playlist:

<http://tinyurl.com/steampunkvla>

Selected songs:

Steampunk Revolution | Abney Park
The Death of the Cog | The Cog is Dead
Lament for a Toy Factory | Dr. Steel
Behold the Machine | Vermian Process
Brass Goggles | Steam Powered Giraffe
Fighting Trousers | Professor Elemental



GenreCon II: Doctor Who



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How Well Do You Know The Doctor?

New Whovians quiz

1. What is the name of the Doctor's home planet?
2. What species is the Doctor?
3. a) What does TARDIS stand for?
b) What color is it?
c) What does it look like?



How Well Do You Know The Doctor?

Seasoned Whovians

1. What year did the Doctor Who series start?
2. What question was asked repeatedly by the gas-masked children in "The Empty Child" episode with the 9th Doctor?
3. Professor Yanna and Howard Saxon were aliases used by which villain who was also a Time Lord?

GenreCon III: Dystopia vs Utopia



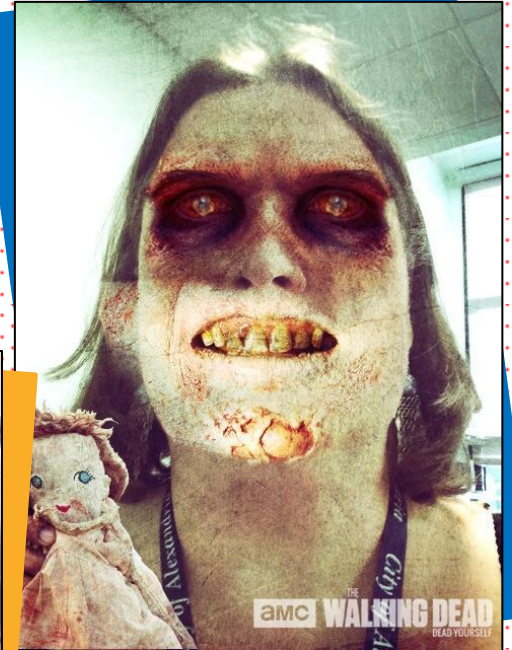
GenreCon III: Dystopia vs Utopia

Dystopiary

- Small, clean jars
 - Waterproof glue or epoxy
 - Decorations
 - Waterproof caulking or hot glue
 - Distilled water
 - Glycerine
 - Glitter
1. Use waterproof glue to attach your decorations to the inside of the jar lid and allow to dry.
 2. Fill jar almost completely with water. Once filled, add a few drops of glycerin and some glitter.
 3. Put some waterproof glue or epoxy on the threads of the jar or lid, and screw the lid on the jar.
 4. Place waterproof caulking or hot glue where the jar and lid meet for some extra waterproofing.



GenreCon IV: Vampires, Werewolves, Zombies, Oh My!



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GenreCon V: Who Dunnit Best?



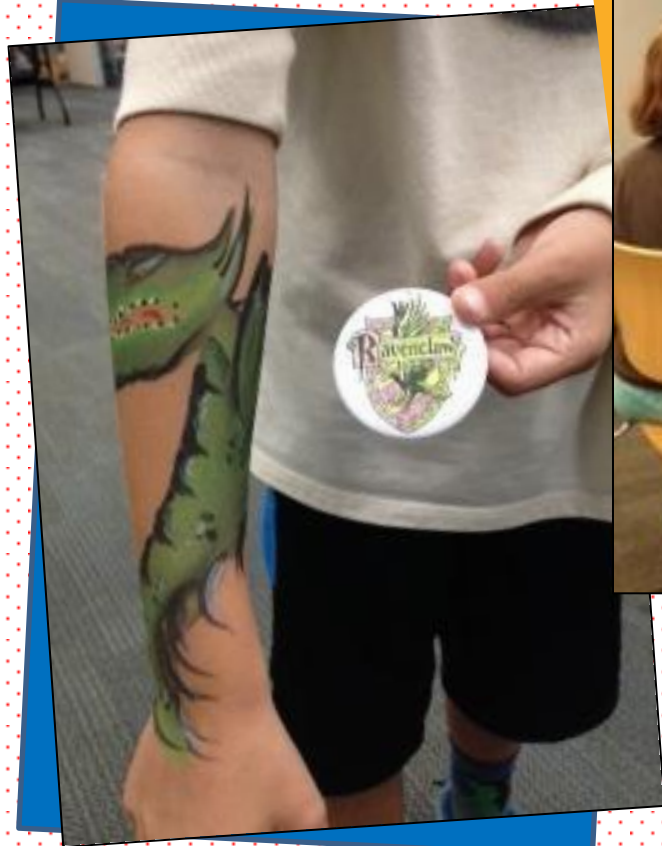
GenreCon V: Who Durnit Best?

Murder by the Book

Detective Charlotte Holmes sat in her office reading over the notes for her most recent case. Leonard D. Brooks, Head Librarian at the Alexandria Library was found murdered in his home two days ago. She met Len about a year ago during the investigation of a burglary at the house of a former City Council member. He was at the house attending a party when the burglary took place, and followed her around like an excited child, asking questions and pointing out information at the crime scene...



GenreCon VI: Swords, Sorcery ... and Stormtroopers!



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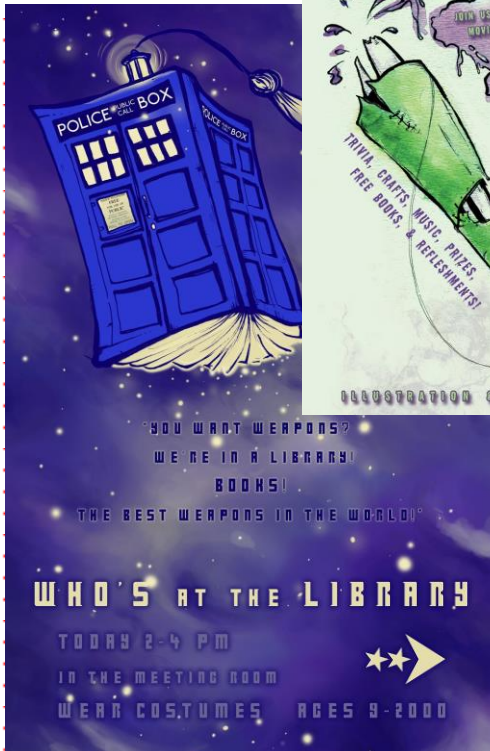
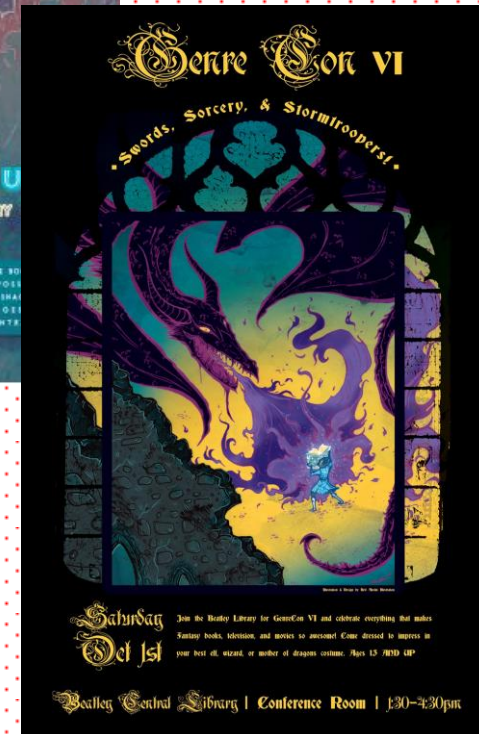
www.jeopardylocks.com

Harry Potter Jeopardy

| NAMES | SPELLS | HOGWARTS | DUMBLEDORE | QUIDDITCH | POTPOURRI |
|-------|--------|----------|------------|-----------|-----------|
| \$100 | \$100 | \$100 | \$100 | \$100 | \$100 |
| \$200 | \$200 | \$200 | \$200 | \$200 | \$200 |
| \$300 | \$300 | \$300 | \$300 | \$300 | \$300 |
| \$400 | \$400 | \$400 | \$400 | \$400 | \$400 |
| \$500 | \$500 | \$500 | \$500 | \$500 | \$500 |



Marketing



Did We Succeed?

- Reach the 13-30 audience:
 - Certain themes resonated with this audience
- Use pop culture as a gateway to library services
 - Booklists and literature
 - Survey feedback
- Have fun!
 - Positive participant feedback
- Bonus: Develop cross-department partnerships

What To Do When Things Go Wrong



- Underage attendees
- Weather and rescheduling
- Under-attended events

Future Plans

- Minimize to once a year
- Combine with other programs
- Themes:
 - Comics
 - Revisit previous themes

Further Information

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