

**16th May 2017**

**10:00**

**Opening Conference**

**10.30-12.00**

**Forms and scope of the financial intervention of the state supporting book and reading policies**

*This panel will address the state’s chief programs to promote readership. The experts will respond to how far state institutions initiate reading promotion activities; they will discuss the tasks of these institutions in spreading readership, and indicate the scope of the state’s responsibility for the functioning of the book market.*

**12.00**

**Coffee Break**

**12.30-14.00**

**Good practices in activating non-readers as well as youngsters**

*Activating non-readers is perhaps the greatest challenge for many contemporary societies. The experts will present good practices to inspire activities in this department, attempting to explain how to deal with young readers, preschoolers, young people who give up reading after their school years, what activities ought to be recommended on an institutional level, and how to transfer them to practical activities, with particular attention to the roles of the educational system, the family, and media.*

**14.00**

**Lunch**

**14.45-16.15**

**Research on reading practices, including addressing the challenges stemming from digital world**

*The panel will focus on the theory and practice of readership research. The issues to be discussed by the panellists concern assessing readership levels in research from various countries. The experts will consider if there is a single definition of a reader, or a book, on the basis of which research tools are modified, how this affects findings, and if it is worth developing a uniform, international system for researching the impact that the development of the e-book market has on readership research.*

**16.15**

**Coffee Break**

**16.30-18.00**

**Role of libraries in dissemination of reading, building the competences of librarians and future-oriented approach of running the library**

*The experts will show how the contemporary library is developing to fit a changing reality, what directions of change are preferred in various capacities – from librarian competencies to the significance of the architecture and design of library sites. The speakers wll also describe new models for how libraries can function in local environments. They will attempt to answer questions concerning the latest trends in professional schooling.*

**18.15**

**Dinner**

**20.00**

**Concert**

**17th May 2017**

**10.00-11.30**

**Cooperation models among reading supportive institutions**

*A panel on cooperation between institutions of various rungs, from state to non-governmental and local levels. The experts will discuss topics concerning forms of coordination, and the ways associations, foundations, organizers of social actions, and non-governmental/local institutions function to aid readership development. They will speak of the needs of the third sector in terms of state cultural institution and local government policies.*

**11.30**

**Coffee Break**

**12.00-13.30**

**Implementing the educational, social and scientifical projects in the realm of pro-reading policies**

*The panel will be addressing issues combining readership activities with educational and social projects etc. The panelists will explain what projects of this sort are handled by the institutions they represent. They will try to outline what fields are best and most often joined with readership issues (cultural and digital exclusion, cultural and social integration etc.). Together they will explore what problems and challenges the future might bring.*

**13.30**

**Lunch**

**14.30-16.00**

**New technologies in book reading promotion**

*Contemporary society is changing along with new technologies. The panelists will consider the following issues: how digitisation affects readership, how forms of promoting readership are evolving with digital culture, how the book market will change, and if digital forms will replace traditional ways of interacting with text, and above all, how to prepare for the digital revolution in readership.*

**16.00**

**Coffee Break**

**16.30-18.00**

**Book market and cultural policies - cooperation and challenges**

*This discussion will center around issues pertaining to fields and methods by which the state can assist publishers (publishing, promotion, protection, and so on). The panelists will speak of the aims and contexts of this support (e.g. economic, political, national, religious), they will explain how legal changes are affecting publishers and dealers (such as the regulation on a single price for books, as well as the protection of national heritage and the international bibliophile market – the circulation of precious books), they will look at the book as a tool for building a national identity.*

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*The Visegrad Conference 2017* will be held in **The National Audiovisual Institute** in Warsaw (Wałbrzyska 3/5 Street).