

*Presenting the...*

# Be Book Smart Fair

September 13th, 2018

# When will the BeBookSmart Fair be?



- Mark your calendars!
  - September 13th, 2018
  - 10AM-2PM
  - SUB Atrium



# What is the BeBookSmart Fair?

- Revitalization of Be Book Smart
- A one-day interactive manifestation of the annual BeBookSmart Campaign.
- Student facing educational campaign.



# Who is the target audience?

- New students
- Students in faculties with higher textbook use
- Students who face financial barriers
- Students who were not aware of their alternative options
- Students who don't know what an Open Educational Resource (OER) is

# What value will the BeBookSmart Fair have for our campus?

- Interactive
- Educational
- Empowering
- Informational
- Face-to-Face Student Connection



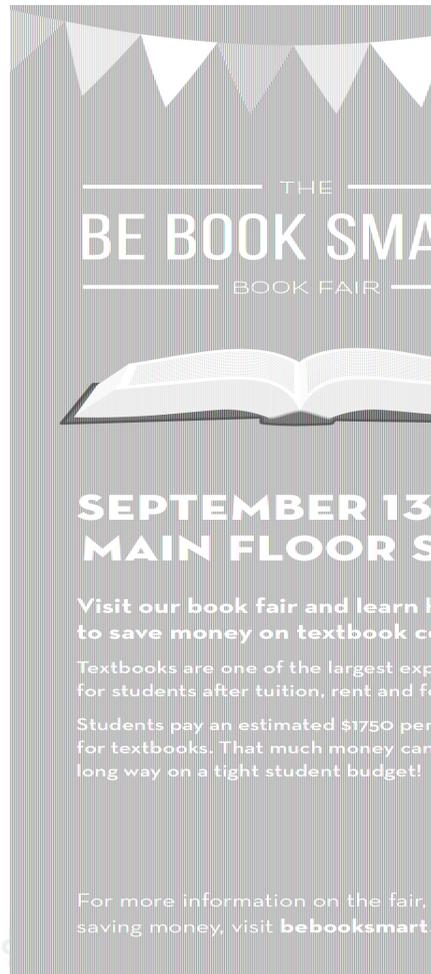
# Where will the BeBookSmart Fair be?

- SUB Atrium
  - Centralized location with natural traffic.

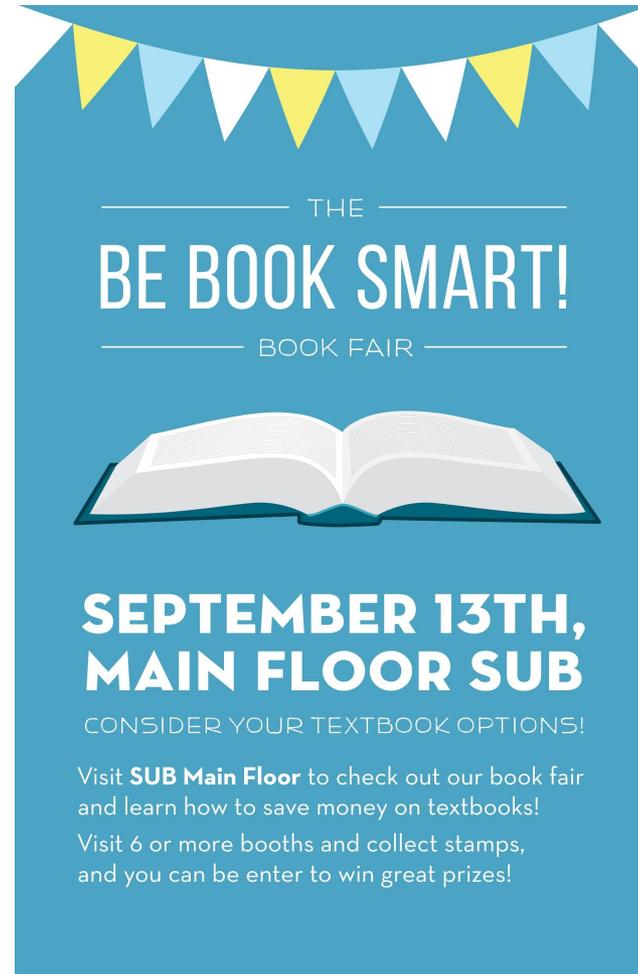


# Marketing Themes

Handbills/Bookmarks for  
WOW and Libraries.



Posters for Campus.



# Want to get involved?

- I will be doing a call for volunteers to be present at the various booths!
  - Great touchpoint for Councillors!
- Commitment?
  - One hour training session prior to event (pizza included, flexible date)
  - Shifts during the Fair (Sept 13th)
  - Wrap-up appreciation event (Date is TBD)

# Feedback/Questions?