

2022 年 IFLA - Press Reader 国际营销奖 认可图书馆营销的创新性贡献

记下日期 – 赢取 3 千欧元旅行经费，参加 2023 年国际图联“世界图书馆与信息大会”！国际图联管理与市场营销委员会很高兴继续与 PressReader 合作，联手发布今年的 IFLA PressReader 国际图书馆营销奖。该奖项授予最富于创造性，并以结果为导向的营销项目或活动的图书馆。

“作为该奖项的赞助商，PressReader 总是为图书馆及其营销团队的创造力所震撼，我相信今年也不会例外，” PressReader 高级区域经理 James Fairbotham 表示。“尽管经常处在预算紧张的状态中——更不用说过去几年所面临的众多挑战——图书馆始终证明他们从来不乏创新的方式来服务社区和营销自己。”

基于对图书馆领域营销的创新贡献，营销奖最终将评选出三名获奖者。获奖图书馆将获得机票、住宿和注册的经费，以参加 2023 年 8 月在荷兰鹿特丹举行的国际图联世界图书馆和信息大会。第一名获得 3000 欧元，第二名获得 2000 欧元，第三名获得 1500 欧元。营销奖还将颁发证书和 Premium PressReader 帐户表彰入围前 10 名的申报项目。

“设立伊始，这个奖项就认可并将继续认可自世界各地的鼓舞人心和创新性营销活动，其影响已远远超出了图书馆界。我们非常期待今年申报项目的提交，”国际图联管理和营销委员会主席 Anya Feltreuter 表示。

截止 2023 年 1 月 20 日，可在 iflapressreader2023.org 将在提交项目申请，在此您还可找到有关提交和奖励标准的更多信息。

如有问题？您可以通过邮件地址 e.stoehr@tu-berlin.de 联系奖项评审工作组（国际图联管理和营销委员会）主席 Elena Stöhr 女士。

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About PressReader

PressReader is the largest all-you-can-read platform of newspapers and magazines where people can discover relevant and trusted content from anywhere in the world — publications such as *The Economist*, *Bloomberg Businessweek*, *The Wall Street Journal*, *La Vanguardia*, *The Washington Post*, *Los Angeles Times*, *The Globe and Mail*, *The Guardian*, *Newsweek*, *Forbes*, *Le Figaro*, and *Vanity Fair* to name just a few.

Using their phone, tablet, or computer, readers can [browse content online](#) or download editions for offline reading using the [PressReader app](#). They can subscribe for unlimited access, or get the full experience sponsored by one of its brand partners. Businesses that leverage the premium content platform to enhance their customers' experience – household names like JetBlue, Alaska Airlines, Air Canada, Marriott, Fairmont Hotels, Crystal Cruises, Seabourn Cruise Line, MIT Libraries, the Library of Congress, Yale University and the New York Public Library.

About PressReader Limited

PressReader Limited (“the Company”) is a group of technology companies on a mission to transform the way people read and learn in the digital age. The Company is building a data-driven and experience-centric one-stop platform to empower content creators, readers and business partners in every step of content creation, distribution, information consumption and brand engagement.

The Company works with the publishers of over 14,000 newspapers, magazines and educational publications and collaborates with global business partners from 150 countries to connect people from every corner of the world with quality content. The Company’s online reading platform, [PressReader](#), is the world’s largest digital newsstand. The all-you-can-read platform offers more than 7,000 newspapers and magazines in 64 languages from over 120 countries.

Founded in 1999 in Vancouver (Canada), the Company has since grown to over 500 employees worldwide with international offices in Dublin (Ireland), Manila (Philippines) and Phoenix (USA).

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