

THE STAMP SHOW 2000
LITERATURE READING AREA
Earl's Court, London 22-28 May 2000

*“A record of what was involved in creating this
feature and recommendations for future shows”*

Prepared by Glenn H. Morgan, 01 June 2000

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EXECUTIVE SUMMARY

To give an indication of what organising a world stamp exhibition Literature Reading Area involves, there is detailed below a summary of what was undertaken by Glenn Morgan.

- Spent six months preparing for the show.
- Wrote and replied to over 200 potential volunteers.
- Arranged (and constantly re-arranged!) schedule for around 40 helpers for 30 shifts over an eight day period.
- Designed the layout of the area, chose and ordered all fixtures and fittings for the stand.
- Liased with ABPS and Webdeziners for the three PCs and appropriate software to be installed.
- Collated names / photographs for the security passes of the 40 helpers.
- Prepared extensive procedures covering all aspects of the area, including book loans and security.
- Ensured book / periodical availability details appeared in the show catalogue to assist visitors in buying what they have read.
- Constantly liased with Opex, Royal Mail and others to ensure the smooth running of the area throughout the show.
- Arranged for Special Prizes cabinets to be a feature of the stand, thus ensuring the security of the items.
- Set-up a messaging and package exchange centre for the duration of show, primarily for IPLA library association members.
- Transported two sets of all literature entries to the show from the BPC.

- Spent eight full days at Earl's Court ensuring constant availability to resolve problems and assist visitors.
- Secured dozens of ASCAT catalogues for the NPS library by volunteering to staff their staff on the final day of the show.
- Set-up and broke-down whole area.
- Proof-read show catalogue and allied literature.
- Transported 1,500 copies of Stamp Lover to the show for free distribution to visitors.
- Designed and printed 25,000 NPS application forms for distribution to potential new members.
- Established a book sales area on the stand for the sale of BPT and NPS publications.
- Secured donations of books for all members of IPLA to take as gift.
- Prepared 40 packs of gifts for all helpers as a personal "thank you".
- Decorated stand with philatelic posters and NPS display materials.
- Arranged for sale of show covers on stand to raise funds for NPSL.

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LITERATURE READING AREA
Earl's Court, London 22-28 May 2000

“A Proposal to Royal Mail”

Prepared by: Glenn H Morgan, 10 January 2000

INTRODUCTION

It is a requirement of the International Federation of Philately (FIP) that every exhibition under its patronage has an area set aside where visitors can access the literature entries.

Glenn Morgan of the National Philatelic Society (NPS) was approached to manage this literature reading area at The Stamp Show 2000 (TSS2000). He readily accepted the role and this paper contains a proposal on facilities and requirements for Royal Mail, as show organisers, to consider.

The area will be under the overall control of Glenn (GHM), who works within the marketing function of HSBC Bank. He has travelled extensively to overseas world philatelic exhibitions over the past 10 years, has been librarian to the National Philatelic Society for eight years and has written several philatelic books and monographs. He is therefore qualified in knowing what makes a successful reading area.

Glenn has also drawn on the past experiences of those who have been involved with literature areas at the 1970, 1980 and 1990 London shows, ensuring that best practices are adopted at TSS2000.

ASSUMPTIONS

- That the appropriate floor area will be available for the proposed features.
- That Royal Mail will agree to pay for the proposed features.
- That lighting and floor covering comes as standard within the area.

FACILITIES

It is proposed that the area should comprise of:

- **Tables** for visitors to sit at and examine the competitive literature.
- **Three Internet PCs.** A web site to be known as UKPHILATELY.ORG.UK will be established during April and TSS2000 will be the launch for this exciting development.
- **The 'Lambert Archive'** comprising binders of press articles covering British and Commonwealth stamps on open shelves for the public to examine. This feature was a success at Stamp World 1990.
- **A counter area** with staff managing the loan of the literature entries.
- **A literature sales counter** where books published by the British Philatelic Trust and NPS could be sold from.
- **Display panels** featuring photographs of activities within the British Philatelic Centre. This would help to make a bare wall area more attractive.
- **ASCAT catalogue area.** If this feature were to be sited within the literature reading area, the show would have a central focal point for literature. It would also improve security, as it is not uncommon for these catalogues to be stolen by thieves who wrench the books off their chains.

STAFFING ARRANGEMENTS

- Staff to be chosen from those on Dick Pratt's master list of 180+ helpers.
- Invitations to the most suitable people will be posted by end of January.
- Briefing sessions (with supporting documentation) will be undertaken by GHM pre-show to familiarise helpers with procedures to be followed. Updates will be given at the beginning of each shift, where necessary.
- Make-up day (Sunday 21st May) will require two staff, including GHM.
- Public days will require five staff for each shift.
(1 for book sales; 3 for book loans; 1 for Internet area)
- Public days to be broken into four shifts of 2.25 hours.
(0945-1200; 1145-1400; 1345-1600; 1545-1800)
- Staff to work either shifts 1+3 or 2+4, with a rest period in between.
- Two staff, including GHM, to clear area after close of show on May 28th.
- All expense claims shall pass through Dick Pratt and will fully comply with organisers' criteria.

STAND REQUIREMENTS

FLOOR AREA

- Appropriate square footage for features within this proposal.

FURNITURE / FITTINGS

- **9 six-foot long tables** (6 for reading area, 3 for PC area).
- **6 tablecloths** (for reading area tables).
- **27 chairs** (24 at reading tables, 3 at PC tables).
- **5 stools** (for staff).
- **2 open bookcases 6ft high x 4ft6in wide** (for Lambert Archive).
- **3 standard glass-topped dealer-type counters** (for book loan area).
- **1 standard glass-topped dealer-type counter** (for book sales area).
- **2 lockable 6ft high cabinets** (to accommodate circa 200 literature book entries and book sales stock).
- **Walls of varying height/type** (depending on layout/position of stand to separate literature reading area from rest of exhibition and to control access/egress).

ELECTRICAL / TELECOMS

- **Power sockets** (for three PCs, three modems and a pair of security entrance panels).
- **Telecom sockets** (for three PC modems).

PERSONAL COMPUTERS

It is understood that we shall have access to three PCs, modems and associated software / hardware. These are due to be supplied by a company that is willing to loan them, without charge, for the period of the show.

SECURITY ENTRANCE PANELS

There is a need to maintain security over the books in our care, many of which will be expensive publications. It is envisaged that a security system, as used at entrances to retail outlets, should be utilised at TSS2000. Each book would have an adhesive security tag affixed within that would activate an alarm if an attempt at theft is made.

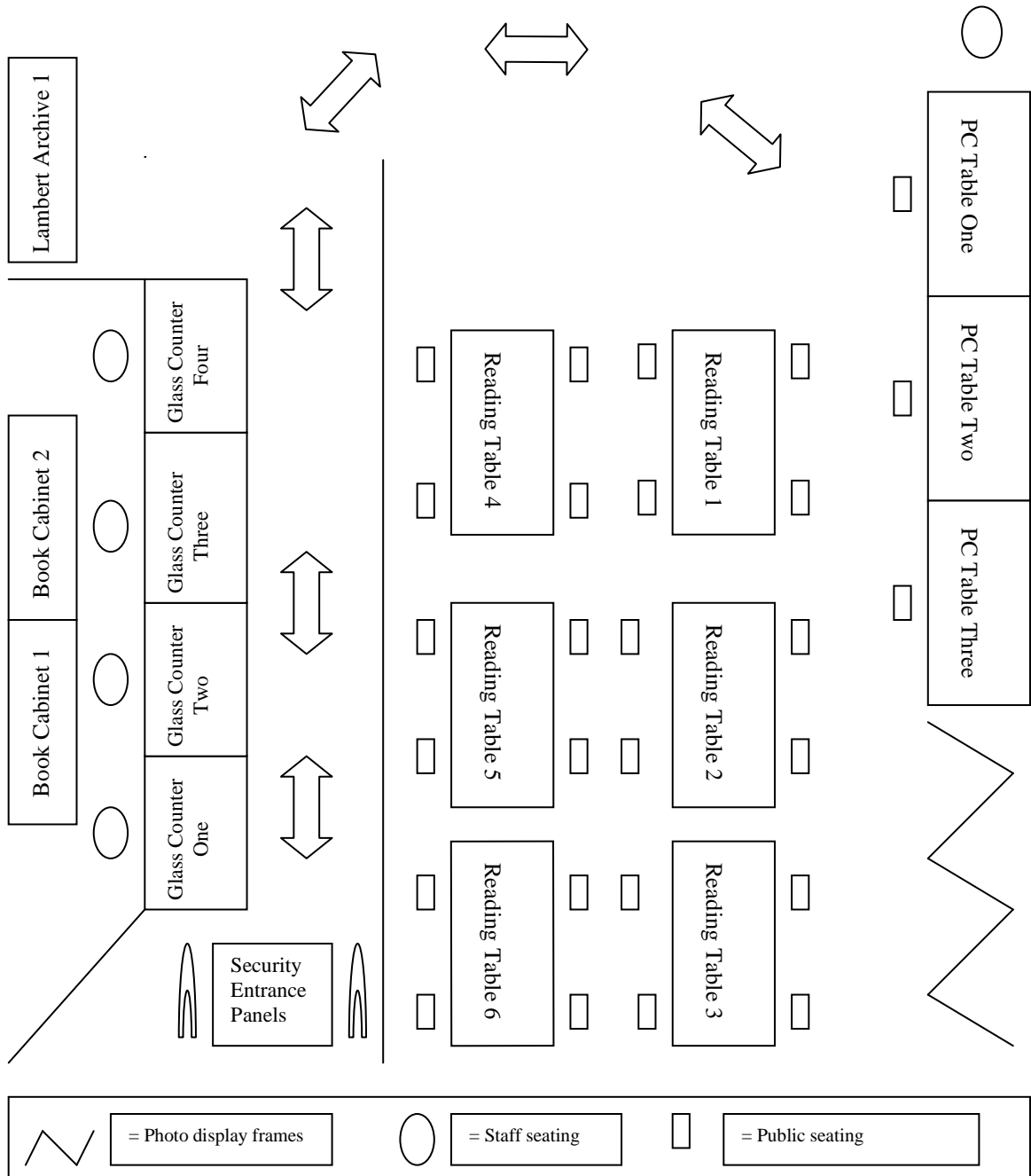
The proposed layout of the stand would avoid any possibility of 'accidental' removal.

SIGNAGE

There will be a need for basic signage around the show indicating where the literature reading area is. Similarly on the stand, signs highlighting the PC and book loan areas will be required.

STAND LAYOUT

This plan is simply a first-cut of how the area might look.



THE STAMP SHOW 2000
LITERATURE READING AREA
Earl's Court, London 22-28 May 2000

*“Procedures for Running the Literature Reading Area
and Safekeeping and Control of Literature Entries”*

Prepared by: Glenn H Morgan, 15 April 2000

OVERVIEW

- Please take time before the show to familiarise yourself with these arrangements. Any late additions / changes will be advised at the time of your first duty.
- **After the exhibition is over, copies of TSS2000 literature entries are for the National Philatelic Society Library (NPSL). It is therefore desirable that there should be maximum security, compatible with the needs of persons wishing to view entries.**
- The Literature Reading Area is for the use of visitors viewing literature entries and **NO FOOD OR DRINK MAY BE CONSUMED** by *anyone* on the stand. Politely ask offenders to move to one of the many public seating / eating areas. (See Plan.)
- No literature entry may be removed from within the confines of the Literature Reading Area by anyone, for any reason, however plausible that reason may sound.
- **The special prizes held within the locked cabinets, whilst not our direct responsibility, should not be unlocked without you being sure of the credentials of the person. Please challenge anyone attempting to tamper with the cabinets, ensuring that those authorised are wearing a TSS2000 security badge. If unsure, call over any member of the show security staff. Note that the cabinets will be emptied during Saturday for removal of prizes to the hotel where the dinner is to be held.**

INTERNATIONAL PHILATELIC LIBRARIES ASSOCIATION (IPLA)

This organisation of circa sixty members will, at NPSLs invitation, be using the stand as a meeting and package exchange centre for the duration of the show. The impact on counter staff will be minimal, but it is important that you understand what has been planned for them.

- There will be a Post-It Note board where they may leave messages for each other. This will be sited at a suitable place on the stand. (Spare Post-It Notes and pens will be available behind the counter, should the need arise.)
- They will be entitled to collect from you a package in exchange for a 'voucher' that they will present from Wednesday onwards. Contained within each pack will be books donated for their library. A sample of the Internet message is reproduced in the **Forms Section**; whilst a sample of the voucher will be on the stand.
- IPLA members may deposit UNSEALED small packages and sealed letters for other IPLA members, so long as they are clearly labelled on the face "FOR IPLA MEMBER: [name of person]" and "FROM IPLA MEMBER: [name of person]". Please ask the person depositing a package to show you that the contents are paper before accepting. (Tape is available if the package needs sealing after you have been shown the contents.)
- The person collecting any letter / package should have some named proof of identification upon them before you hand over the item.
- **NO OTHER PACKAGES WILL BE ACCEPTED FROM MEMBERS OF THE PUBLIC FOR SECURITY REASONS.**

PROCEDURES FOR LENDING THE COMPETITIVE LITERATURE ENTRIES

- There are three groups of literature in a single numerical run, as recorded in the show catalogue. All competitive literature is held on the shelves behind the counter and comprise:
 - A small number of **valuable items** (identified by pink label on spine), for which an *Application to View* form and returnable deposit cheque of £25 payable to the **British Philatelic Trust** (or, of course, cash) is required,
 - **Periodical titles** held in envelopes (identified by serial number at bottom right of envelope face), for which completion of an *Application to View* form is sufficient, and
 - **The remainder** (identified by white label on spine), for which completion of an *Application to View* form is also sufficient.
- When a visitor advises you that they wish to view an item, get them to complete an *Application to View* form. A single form will record several book requests. (See **Forms section** for sample.)
- When completed form has been given back to you, remove first book requested from shelf and in its place put the completed form within one of the plastic holders together with their cheque or cash (if applicable) and any cloakroom ticket(s) (– see **coats and bags procedure** below).
- When first item of literature has been returned, remove plastic holder from shelf, initial that book has been returned to you on the *Application to View* form, replace literature on the shelf and get second book, placing plastic holder and contents in new space on shelf. Continue this procedure until final item has been viewed at which time hand back cash or cheque and coat or bag, where applicable. **ENSURE THAT THEY SIGN FOR THEIR POSSESSIONS** on the *Application to View* form before leaving you.

Notes:

- Only **ONE** competition entry is permitted to be loaned to an applicant at any one time (except for periodicals where the whole envelope may be loaned).
- Entries comprising more than one volume may only be loaned at the rate of one volume at a time, ie viewer borrows volume one, returns it and is then passed volume 2, etc.
- All *Application to View* forms are to be retained in the tray provided for subsequent analysis.
- No loan is permitted without an *Application to View* form having been completed and, where applicable, the returnable deposit cheque, or cash, of £25.

PROCEDURES FOR ACCEPTING COATS AND BRIEFCASES

- As a security precaution, the organisers will not permit coats or carrier bags/brief cases at the reading tables. Such items must be deposited either with the Cloakroom Concessionaires (See Plan), or may be accepted by you.
- Coats and bags held behind the counter may *only* belong to stewards on duty for that shift *or* belong to a current viewer of the literature entries.
- Any NPS member / visitor requesting that they deposit their bags or coats must politely be refused as the Cloakroom Concessionaires have only agreed to the stand accepting reader's property for the period that its owner is at the stand. Politely direct them to the Cloakrooms. (See Plan.)
- Any possession(s) accepted is **AT THE OWNER'S RISK**. A sign on the stand will confirm this.
- A three-part numbered ticket will act as a receipt. **Part 1** is given to owner, **Part 2** goes within the *Application to View* plastic holder and **Part 3** is attached to the item. (A roll of removable sticky-backed tape is available for this purpose.) Use a separate ticket for each item deposited.
- When the visitor has finished viewing, ask for their ticket(s), hand them their possession(s) and **ENSURE THAT THEY SIGN FOR ITS RETURN** on the *Application to View* form.

PROCEDURES FOR SECURITY ROLE

This involves sitting at entrance / exit and monitoring the comings and goings of visitors. Ensure that visitors are greeted and made welcome upon entry, but ensure that they do not remove any of the literature entries when leaving!

PROCEDURES FOR BOOK SALES ROLE

A glazed display cabinet will feature the books that are for sale. All stocks will be priced and payment may be made by cash or sterling cheque drawn on a British bank made payable to **The British Philatelic Trust**. All sales are to be recorded on the *Book Sales* log sheet completing relevant fields. Place monies received in the cash box ensuring that the box is permanently kept below the counter to deter sneak thieves.

I shall empty the contents of the cash box overnight and leave it open to indicate that it is empty. It is not proposed to have a “float” as purchases will not be that extensive and potential buyers can always get change from elsewhere in the show – or pay by cheque. At the end of each day, please do not leave the cash box with money in it if I have been delayed in returning to the stand – I will only be a few minutes late.

PROCEDURES FOR INTERNET PCs ROLE

There will be three PCs available throughout the period of TSS2000 for visitors to access the www.ukphilately.org.uk website, the full contents of which will now be held on CD-ROMs, rather than on-line, but will resemble being accessed via the Internet, but without the cost of telephone calls and downloading time. (The ukphilately site is an exciting development whereby the British Philatelic Trust, the Association of British Philatelic Societies and the National Philatelic Society and its Library have all got together to represent the hobby on the Internet. There is a wealth of information and links to other sites and is being updated almost daily.)

Volunteers who have offered to help in this role *may* be written to separately in due, or you will be briefed at the show. Basically, if you can currently load a CD-ROM and access an Internet site, you can run the PCs! It really is that easy.

STAMP LOVER MAGAZINE DISPOSAL

The basement at 107 Charterhouse Street is rather overloaded with old copies of *Stamp Lover*. It is proposed that these are sorted before the show and that all “overs” be brought to the Literature Reading Area for visitors to help themselves to. If time has enabled this to be done, copies will be available without restriction or cost to the takers. Basically, if any are left at the end of the show, they stay at Earl’s Court, as we need the space for library expansion!

Security staff should not prohibit the removal of these magazines by visitors.

OTHER MATTERS

SCHEDULE OF SHIFTS

In compiling the enclosed schedule, I faced many a dilemma, as I had to write to and process 150 applications. Some of you volunteered to do shifts 1+2, not 1+3, others could only manage shift 4. Some gave me so much choice that they would have been run-down and in need of a holiday had they done every shift, every day! Others simply failed to reply to my letter. Don't get me wrong, I am not complaining. On the contrary – your offers of help bowled me over.

At a late stage, Royal Mail decided that they could not afford the electronic tagging of books that had been planned. Also, the health and safety team at Earl's Court insisted on both an entrance and a separate exit. These two unrelated changes resulted in the sudden need for two security staff for every shift!

At the end of the day some decisions had to be made by me. So, rightly I believe, I opted to give as many people as possible a chance to work on the stand (35 helpers). This meant that security passes would give free entry for the entire period of the show – including on the prestigious first day, which does not offer any free entry. (Note that sometimes a dealer will see that a security pass is being worn and will give a discount or throw in an extra something, believing you to be 'trade', which can be to the collectors' advantage. So, do please wear your badge at all times that you are at the show – it also helps deter thieves!)

So, I hope that you appreciate the difficulty that I faced and that you will accept the roles allocated with good grace, even where they may not have been your first choice. I shall, however, endeavour to cater for any serious concerns that you may have if you contact me as soon as possible. It will probably mean however, that you would need to be put into the reserve pool for I cannot swap around planned periods of duty at this late stage.

Where you volunteered for a shift that I have not used you for, your details have been passed to the Chief Steward, Dickie Pratt, in case he can utilise you elsewhere at the show. He will contact you should this be the case.

CLAIMING TRAVEL EXPENSES

Forms will be available on the stand and I would ask you, please, to complete one form for the entire period of duty at the show, rather than separate claims for each day. I have not heard from the organisers how claims will need to be submitted, so I will update you at the show in order not to delay this communication to you.

SUBSISTENCE ALLOWANCE

Full details on how subsistence will be catered for by the organisers is still awaited. Information will be available from me at the start of your first duty. I suspect that it will take the form of vouchers that can be exchanged at some / all of the eateries within Earl's Court One.

SECURITY PASSES

These will not now be posted out to you in advance of the show, as the organisers and their security advisers are unhappy at using the postal system in case of loss or theft in transit. Upon arrival at Earl's Court One on your first day, please progress to the clearly sign-posted area where passes will be available. Wherever the special desk is to be located, it is **BEFORE** you enter the show, so you do **NOT** have to buy a ticket to get your pass!

Ensure that you have some normal type of identification with you (passport, driving licence, credit card, bus pass, etc), as there is now some doubt as to whether the passes will incorporate your photograph. This is again being done for security reasons and I apologise to you if it now appears that photographs should not have been requested. Be assured that it was a firm Royal Mail requirement at the time of my last writing to you.

UNABLE TO ATTEND YOUR SHIFT?

If personal circumstances prevent you from attending a shift, then this is naturally understood. However, it would be appreciated if you could please inform me as soon as possible. We do have a pool of reserve helpers who will be checking-in daily to see if they are needed. I may be

contacted during the entire period of the show on my mobile (07967 007 694). If you know, say, the day before or even earlier that attendance will not be possible, then I have an answer phone on 24-hours a day (01708 437625) and will pick-up your message upon returning home from the show.

WEDNESDAY, SHIFTS ONE AND TWO

I have to represent the National Philatelic Society Library at the British Library premises on the morning of Wednesday 24th. I have ensured that at least two helpers on each of these shifts will have been working earlier that week. May I please impose upon you to get 'new' helpers up-to-speed on arrangements. Thank you – and I apologise for this unavoidable absence.

FINALLY..... A SMALL GIFT

The hobby relies on voluntary helpers for many of its activities. It is clear that Royal Mail would have struggled to have laid on The Stamp Show 2000 without collectors such as yourself giving freely of your time. As a thank you to each of you from me, I invite you to take a copy of my book "British Stamp Exhibitions: A catalogue of cards, sheets and labels" as a personal appreciation for the support that you have given me by helping on the Literature Reading Area stand. Enveloped copies bearing your name will be found in a labelled box under the counter.

THE STAMP SHOW 2000
LITERATURE READING AREA
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“Letters and Forms”

THE STAMP SHOW 2000 - LITERATURE READING AREA VOLUNTEER AVAILABILITY SHEET

NAME:

Please circle sessions that you anticipate being available to enable a rota to be drawn-up.
(Some volunteers have already expressed their preferences, but please confirm here)

<i>Date</i>	<i>Sessions 1+3*</i>	<i>Sessions 2+4**</i>	<i>Session 5***</i>
Monday 22 May	YES	YES	-
Tuesday 23 May	YES	YES	-
Wednesday 24 May	YES	YES	-
Thursday 25 May	YES	YES	YES
Friday 26 May	YES	YES	-
Saturday 27 May	YES	YES	-
Sunday 28 May	YES	YES	-

* Session one is from 09:45 to 12:00; session three is from 13:45 to 16:00

** Session two is from 11:45 to 14:00; session four is from 15:45 to 18:00

*** Session five is Thursday only between 17:45 and 20:00

Please circle role(s) of particular interest

Any Role	YES	Internet PC Area	YES
Book Sales	YES	Book Loans	YES

Please return to: Glenn Morgan, British Philatelic Centre, 107 Charterhouse Street, London EC1M 6PT
REMEMBERING TO ENCLOSE TWO PASSPORT-SIZED PHOTOGRAPHS WITH YOUR NAME PRINTED ON THE BACK OF BOTH TO ENABLE A SECURITY PASS TO BE ISSUED.

**TO MEMBERS OF THE INTERNATIONAL PHILATELIC
LIBRARY ASSOCIATION (IPLA)**

Dear Member,

THE STAMP SHOW 2000, Earl's Court, London, May 22nd-28th.

At the invitation of the National Philatelic Society Library (NPSL), IPLA members will have special facilities at the FIP Literature Reading Area stand. This 75 square metre area is being run by the National Philatelic Society on behalf of the organisers and will act as a meeting point and letter / small package exchange centre for IPLA members during the show.

There will be a Post-It Note board where you may leave messages for each other. This will be labelled "IPLA MESSAGE BOARD" and will be sited at a suitable place on the stand. Spare adhesive Post-It Notes and pens will be available behind the book loans counter.

You will be entitled to collect a package from the book loans counter in exchange for a voucher that will be handed to you at the IPLA meeting. Contained within each pack will be books donated by the British Philatelic Trust and NPSL for your library as a thank you for supporting The Stamp Show 2000. It is regretted that owing to the weight of the gifts it will only be possible for members attending the show and the IPLA meeting to receive this offer. Another reason for attending both events!

IPLA members may deposit UNSEALED small packages and sealed letters for other IPLA members, so long as they are clearly labelled on the face "FOR IPLA MEMBER: [name of person]" and "FROM IPLA MEMBER: [name of person]". When depositing a package you will be asked to show that the content is paper before it will be accepted. Tape is available if the package needs sealing after you have shown the contents. **NOTE THAT SEALED PACKAGES WILL NOT BE ACCEPTED IN THE INTERESTS OF SECURITY.** The person collecting any letter / package should have some proof of identification with their name on it before the item will be handed over. All items deposited are at the owner's risk, although all reasonable care will be taken to look after everything.

Don't forget to attend the IPLA meeting that has been arranged by David Beech. It will be held at the magnificent new British Library premises on

Wednesday 24th May at 10am. Go to Meeting Room **Four** (note change of room from that originally advised) of the British Library Conference Centre at 96 Euston Road, London - a short walk from St. Pancras railway station - where a warm welcome will await you.

Finally, be aware that NPSL has just launched its website, including an on-line database of holdings. It is still in the course of development, but is expanding rapidly. Log on to **www.ukphilately.org.uk/nps** to see how things are progressing. It is hoped that one-day technology will be able to link us to other philatelic libraries, potentially enabling a global search of records. This will easily highlight to the user where a copy of an item of philatelic literature is held. These are exciting times for philately.

The **ukphilately** website will be accessible at The Stamp Show 2000 from three PCs running the entire site content from CD-ROMs running within the Literature Reading Area stand. Do please come and see what we have on offer.

Yours faithfully,

GLENN H MORGAN, Honorary Librarian,
National Philatelic Society Library (NPSL), London

APPLICATION TO VIEW COMPETITIVE LITERATURE ENTRIES

Please complete this form and hand to one of the staff behind the counter.

Notes:

- Bags and coats are not allowed at the reading tables, so please check these in with the Earl's Court Cloakroom staff, or here at the stand – but they must be collected when you have finished viewing.
- All items deposited **ARE AT OWNER'S RISK – WE ACCEPT NO LIABILITY FOR LOSS.**
- Books designated as valuable (pink label, rather than white, on spine) require a fully refundable deposit of £25 (cheque payable to **The British Philatelic Trust**, or cash accepted).
- Only a single volume will be loaned at any one time (except for periodicals where the entire entry will be passed to you).

Name: _____

Street: _____

Town: _____

Post / Zip Code: _____

Country: _____

SHOW
CATALOGUE
ENTRY NUMBER
(eg L1.89)

BORROWER
TO
SIGN FOR
ENTRY

STAFF TO SIGN
FOR RETURN
OF THE
ENTRY

.....

Literature Reading Area staff: If coats or bags have been deposited and if valuable items are to be examined, complete section below and then get owner to sign for their safe return. Delete where not applicable.

I confirm that I deposited ____ items (tickets numbered _____, _____, _____, _____) and £25 cash / cheque (for loan of a valuable book) and that these items have been returned to me.

Signed _____

THE STAMP SHOW 2000
LITERATURE READING AREA
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“A Final Report”

Prepared by Glenn H. Morgan, 01 June 2000

INTRODUCTION

It is a requirement of the International Federation of Philately (FIP) that every exhibition under its patronage has an area set aside where visitors can access the literature entries.

The National Philatelic Society (NPS) was approached by The British Philatelic Trust (BPT) last December for a member to manage the literature reading area at The Stamp Show 2000 (TSS2000). Glenn Morgan readily accepted the role and this Final Report contains a record of the facilities provided and the success of this feature of the show.

STAFFING

The area was under the overall control of Glenn Morgan, who had almost forty voluntary helpers working on the stand during the seven days of the show. He drew on the past experiences of those who had been involved with literature areas at the 1970, 1980 and 1990 London exhibitions, ensuring that best practices were adopted at TSS2000.

- Public days used seven staff for each shift.
(1 for book sales; 3 for book loans; 1 for Internet area; 2 for security)
- Public days were broken into four shifts of 2.25 hours.
(0945-1200; 1145-1400; 1345-1600; 1545-1800, plus 1745-2000 on Thursday late night opening)

FACILITIES

The area comprised of 75 square metres, with:

- **Five tables with twenty seats** where visitors examined the competitive literature entries.
- **Three PCs.** The web site UKPHILATELY.ORG.UK was established during April and TSS2000 was the launch-pad for this exciting new development initiated by BPT. For technical telecom reasons, the site was made available on CD-ROMs, rather than being on-line. The feature attracted a lot of interest, but could probably have been promoted more both before and during the show. Limited staffing resources precluded this from happening.
- **A large counter area** where staff managed the loan of the literature entries. The basic procedure involved completing a simple form recording name and address details and the catalogue entry number. The book was then given to the visitor to read, under the supervision of security staff. It had been intended to charge a refundable deposit on the valuable books, but this proved to be unnecessary.
- **A literature sales counter** where books published by BPT and NPS were sold from. Over £250-worth of books were sold.
- **Eight Display panels** featured photographs of activities within the British Philatelic Centre. This helped to make a bare wall area more attractive and the aims of the centre became more obvious to visitors and potential new NPS members.
- **ASCAT catalogue area.** For the closing day, the NPS offered to staff this stand for the Association of Catalogue and Album Manufacturers. The feature was re-sited within the literature reading area, giving the show a central focal point for literature. The NPS gained an additional sixty books for its library by undertaking this exercise, at no extra cost to anyone. It also gave ASCAT a show presence on a day when they were travelling back to Germany to prepare for WIPA in Vienna.

- **NPS membership drive.** Staff took the opportunity to advise visitors of the benefits of joining the society. Eight new members joined at the show, which must be seen as a bonus as the purpose of attending was not to overtly sell the NPS.
- ***Stamp Lover* magazine.** Approximately 1,500 back issues of the NPS magazine were given away to visitors to the stand. These copies are now in the hands of interested collectors, rather than cluttering the basement of Charterhouse Street. Additional new memberships may result.
- **Special Prizes Cabinets.** Two large glazed display cabinets held the special prizes awarded to exhibitors. They attracted a lot of interest from visitors and were able to be under constant supervision thanks to their position on the stand.
- **Show information.** Dozens of questions were answered about such issues as where the toilets were and where the Dr Who stand was to be found, etc.
- **Message board.** Visitors were able to leave messages on a Post-It Note board. Several messages resulted in collectors meeting friends at pre-arranged times.
- **IPLA Gifts.** Around a dozen library members of the International Philatelic Libraries Association (IPLA) visiting the show received a gift of several books for their respective libraries. This NPSL initiative has not been adopted at previous world exhibitions and it is hoped that it will set a trend.
- **IPLA Package Collection Centre.** Arrangements were made for IPLA members to leave unsealed packages and letters for friends and colleagues at the stand. This facility, which had been publicised in advance, was disappointingly not utilised by anyone.
- **A meeting point.** The stand acted as a central point for any collector, but especially NPS members, to meet-up.

BOOK LENDING STATISTICS

The 1990 exhibition at Alexandra Palace reported that in a ten day period 400 books had been lent to visitors for examination. Ten years on, with doom and gloom merchants claiming that the hobby is in decline, TSS2000 beat those figures in just seven days. The literature reading area staff lent 473 books to 202 visitors.

The daily breakdown was:

	<i>BOOKS LENT</i>	<i>No. OF READERS</i>
MONDAY	12	3
TUESDAY	62	33
WEDNESDAY	70	35
THURSDAY	59	28
FRIDAY	115	40
SATURDAY	88	32
SUNDAY	67	31
	-----	-----
	473	202
	====	====

(The Monday resulted in very few people reading the books, which is quite normal for a first day, when visitors are most keen on buying from the dealers. Also, the £10 entry fee on day one will have deterred many visitors from attending the show.)

The two most popular books given-out were the Large Gold work on Egypt and the huge Airmails tome.

It is believed that no books were lost during the period of the show, although a couple of items were never received from the judging panel, so were unavailable for examination by visitors.

THANKS

On a personal level, I wish to express my thanks to Royal Mail, the British Philatelic Trust, my team of helpers and Opex for the support that they all provided to me both before and during the show. In particular, I wish to single-out Rachel Lonsdale of Royal Mail for 'bearing with me' over a lengthy period. Also, my thanks to Susan Ellis, Ian Harvey, David Huggins, Francis Kiddle, Dickie Pratt and Richard West for their varied and many contributions to the success of the literature reading area.

The generous gift of the prestige booklets, miniature sheetlet and Millennium books was unexpected and drew many appreciative comments by my team of helpers and, indeed, myself. They instructed me to thank Royal Mail, which it gives me great pleasure to do here.

CONCLUSION

Arranging and running the literature reading area involved a lot of work for what was only a very small part of the overall show. However, the effort was well worthwhile. Certainly, the many visitors to the stand were appreciative, which is the most important thing.

It is not the purpose of this Final Report to comment on TSS2000 as a whole. However, it must be noted that it was a tremendous success. As the organiser, Royal Mail is to be congratulated and thanked by those who love philately for rescuing the event at such short notice. The show was of a world class standard and all that took part in its creation should be proud of this achievement.

It was years ago when I last heard the hobby of stamp collecting being spoken of with such interest and enthusiasm by so many members of the non-collecting public. There is now a solid base on which to build for the future and this opportunity must not be lost.

THE STAMP SHOW 2000
LITERATURE READING AREA
Earl's Court, London 22-28 May 2000

“Recommendations for future shows”

RECOMMENDATIONS FOR FUTURE SHOWS

The Final Report records details of how the Literature Reading Area functioned and it is not intended to repeat that information here. Instead, I record my thoughts on what could help to make these type areas even more successful at future shows.

- **Establish a team of people to undertake the many and varied tasks.** It is too much for one person to undertake – especially if they are in full time employment as I was.
- **Approach “good people” early.** The problem experienced by me was the non-availability of willing helpers. By the time I was invited to undertake the role, all the people I would have approached were already employed in organising some aspect of the show.
- **Book Signing Sessions.** If authors could be encouraged to be at the stand during set hours with a timetable of signings published in advance this would help draw more visitors into the area.
- **Book Order Forms.** If publishers and authors could be approached well in advance of the show to submit copies of order forms for their publications, this would hopefully generate book sales for them.
- **Display the books.** I have been horrified to find that literature entries are not always on display, Espana 2000 being the most recent example. This is an insult to the authors / publishers, who have paid their fee in the same way as those entering stamp exhibits and they have an equal right to be seen.
- **Obtain sponsorship.** Money is always tight for show organisers. So, endeavour to obtain sponsorship from any area of the hobby, or beyond, that may assist. It need not be in the form of money – consider the need for printing, photocopying, leaflet dispensers, signage, shelving, flowers, PCs. All must be paid for by someone and there are many companies out there who could assist. At TSS2000 I had financial assistance from contacts who generously paid for printing of leaflets and leaflet dispensers; whilst the ABPS secured free loan of three PCs and allied software for the duration of the show.

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“A Photographic Record”