

We talked about what sort of image we wanted to have - that of a helpful, approachable, dependable, important and knowledgeable professional person.

People who make a strong positive impression have

- animated expression
- “open” gestures
- confident voice
- appropriate clothes

Bridget also talked about colour. (I have been “done” by a colour consultant, so this was familiar to me). Depending on your skin tone, different colours can make you look great, or like a corpse. There are 4 different colour types - Spring, Summer, Autumn and Winter. (I am a “Winter” who suits reds, purples, dark blues, bottle green, black and white and look like a corpse in beige, khaki, browns and orange).

I actually found this very useful to have done as it stopped me buying things in styles I liked but which really didn't suit me.

Like it or not, clothes are important in presenting a professional image. Ties are mandatory for men. Women should be wearing jackets, shoes with slight heel and no toes showing, touches of jewelry ( I was amazed at the effect a little gold necklace had) and make-up.

Cardies and comfy sandals are out if you are dressing to impress.

## **MAKING A MARK: PROMOTING YOURSELF AND YOUR SERVICE - EVALUATION OF LFN SPRING STUDY DAY**

*Janice White*

Yes, be assured, the return of those questionnaires dutifully distributed at the beginning of the study day is eagerly awaited, and they *are* read, collated, discussed and acted upon if necessary.

Evaluation of the June study day produced the following results:

All delegates were members of LFN, except one who was a substitute for a member. Interestingly enough for these times, half of the respondents came from Universities. Many had clear ideas of what they hoped to gain from the day - perhaps reflecting the currency of the topic - hoping to gain new ideas for marketing/improving/ promoting their service (and themselves).

Publicity and venue were in the main well regarded, averaging 8/10 (well, who could grumble about being just off Oxford Street?) and the cost was felt to represent very good value. Catering received comments ranging from excellent, to not enough variety and “more forks needed”, but still managed 7/10.

Morning speakers received excellent ratings - many delegates appreciating the combination of marketing theory, followed by a demonstration of a practical application (especially one with a positive, real-life outcome). The afternoon session, concentrating on presenting ourselves, produced a more mixed reaction, but most found the colour co-ordination topic entertaining, if somewhat different from the norm. There were, as often happens, calls for more discussion time to discuss issues raised - a balance which is always difficult to achieve.

Overall, though, the day received an average of 8/10, with someone commenting "one of the best" - both a compliment and relief to the Study Day Organisers.

So, thanks to those of you who took the time to write, and, especially took the trouble to return them by post - I haven't had such an interesting mailbag for ages!

*Janice White  
Napier University Library  
Comely Bank Campus  
Edinburgh*

#### **NURSE EDUCATION IN NORTHERN IRELAND**

The Health and Social services Executive announced its intention, in December 1996, of negotiating with Queen's University, Belfast, for the provision of nursing and midwifery education throughout Northern Ireland. It is intended to transfer the work currently undertaken at five Colleges to two University sites. It is not clear at the time of writing what effect this will have on library provision but library closures must be a possibility.

#### **HEALTH EDUCATION WEBSITE**

**HEBSWEB** is a new internet site for material on health education. Its address is <http://www.hebs.scot.nhs.uk>. Contact them for more information at Health Education Board for Scotland, Woodburn House, Canaan Lane, Edinburgh, EH10 4SG (Fax: 0131 452 8140)