**John Pappas and Marti Fuerst kindly responded here to questions posted to chat during the webinar,** [The Golden Age of Gaming: Board Games for Grown Ups](http://www.webjunction.org/events/webjunction/golden-age-of-gaming.html).

**Do librarians run the games? Has anyone had good luck with volunteer game leaders?**

John: For the most part, I do run the games when they are in the library but I have had wonderful experience in passing the reins to interested volunteers (volunteers now run my Upper Darby Library Gaming Group and my 65+ Gaming Group). The key is to connect with people passionate about being a gaming ambassador rather than just passionate about games. It took me a year of hosting my gaming group before finding good volunteers at Upper Darby. It took me only a couple of months at Collingswood. I am still looking at Bensalem. But quality volunteers are definitely out there and you will likely find them through Meetup.

Marti: I've run the games before, but we were very lucky to have a partnership with our local game store. One of the owners came to game nights to feature a particular game. They also helped with our initial collection and when it came to scaffolding games based on skill development.

**What are some ways to partner between libraries and local gaming groups, gaming stores, comic con organizers, etc.**

John: Contact game publishers and let them know you are a library looking to start a gaming group. Rio Grande Games, Iello and Fantasy Flight have been very responsive. Buy games from your local gaming store and see if they would like to host or demo in your library. Personally, I have not had good experiences with my local stores but Marti has so it is really dependent on the store and the community.

Marti: Get in touch! Reach out! For the game store we partnered with, I emailed them several months before we wanted to start, then went to visit in person. They were very receptive, and even suggested a sort of "punch card" incentive (like a prize drawing) where if you came to one of the initial meetings, you got your name in the hat for a $20 gift card to the store. If you came to the first four, you had four chances. It worked really well to help build our core group.

**What is a good way to introduce gaming when there isn't a local game store/visible gaming community?**

John: Meetup will bring some of the people out of the woodwork and I started all of my gaming groups in areas without a visible community. Most of your gaming participants will not be the people frequenting the game store but the ones that do not feel particularly welcome and prefer the neutral atmosphere of the library.

Marti: Use Meetup in addition to any other local event/arts calendars you can. Meetup is especially good, because people you can use tags like "gaming" and "social" to attract people who are looking to meet people in the area.

**How do you promote gaming at your library?**

John: Through your library's website, social media, at local game store, or other options like [meetup.com](http://meetup.com/)? All of the above. Plus I do plenty of face to face inside the library when people are looking for new adult programming.

Marti: All of these! Before our first event, I had the games stacked up behind the reference desk along with a sign - it attracted a lot of attention, as did having a photo of the group playing a game on the website's slider.

**What I'm wondering is how do we market it to the right group?  Where do I find the people interested in these games?  It looks like you have a great community of gamers.**

John: I try to keep everything open to all ages (13+ and up). Everyone is welcome. So a very broad swatch when marketing. Then I segment if I find a particularly large demographic (the Golden Gamers 65+, teens) and find a different time and promote more to that particular demographic. We built a great community of gamers by provide a welcoming, safe, and accessible place for everyone to play.

Marti: Part of my pitch for the program to my admin was that we would market it to 20-30 year-olds, which was a group under-served by programming. I piggybacked on the game store's meetup page (with permission) and also suggested our event on the area meetups groups that had a gaming interest.  I also did a "spray and pray" with flyers at the coffee shops and on the college campuses nearby.

**Do you invite all ages on same night, or target different ages different nights?**

John: Mostly all ages teen and older. Family game days are more focused to young players and their caregivers (elementary school aged) on days when the schools are closed but I still keep it open for everyone.

Marti: Our program was "Games for Grownups," but I wouldn't have turned away a teen.

**Do you plan the game for the night, or wait until people show up and see what they're in the mood for?**

John: I plan the game but provide an array of games for everyone. Too much deliberation over what game to play eats up the time I have scheduled for the event. It feels like a middle school dance with everyone circling but no one going on the dance floor. I want to get people into a game as quickly as possible. Using smaller, quick playing games is a good way of doing this.

Marti: Part of our marketing was "we're going to be playing This Game, but we will have All These Other Games in Our Library also available." Our patrons were encouraged to bring their own games - once we had a person bring Sushi Go! which worked out wonderfully as a filler game. I also had a game developer do a demo at the end of a night.

**Presenters: Do your games go out of the library or only for in-library use?**

John: Both

Marti: We were working on this when I left - the plan was to treat them like we did the kid's bags and other kits.

**By "check out" Do you mean actually borrowing and taking the game home? If so, how long can it be kept out?**

John: Yes, I do and it circs for 3 weeks with one renewal. And by the way, everything has come back so far with no missing pieces.