



# WINTER INSTITUTE BINGO

Bookselling Essentials

Events & Marketing

Keynotes

Operations

Management

Mental Health  
First Aid

The New  
Marketing and  
Media Strategy

Beyond the  
Binary

Introduction to  
Open Book  
Management

HR Essentials  
for the  
Bookstore

Bookstore  
Resilience:  
Stories from  
Venerable  
Booksellers

Introduction to  
Book Fairs

Keynote with  
William Ury:  
Possible: How  
We Survive  
(and Thrive) in  
an Age of  
Conflict

Leverage  
Spreadsheets  
For Bookstore  
Success

Writing  
Standard  
Operating  
Procedures

Banned Book  
Preparedness

Your Store, Your Story: A  
StoryBrand  
Workshop

Keynote with  
James Rhee:  
Goodwill Found.  
Goodwill  
Measured

Fly Like a  
Helicopter &  
Run like a  
Lemonade  
Stand

Getting Clarity:  
What Business  
Are You In?

Beyond  
Allyship:  
Supporting  
LGBTQIA2S+  
Staff Members

Increasing  
Book Sales and  
Building  
Community  
Online

Keynote with  
Michele Norris:  
Race, Your  
Thoughts, Six  
Words, Please  
Send.

Starting a  
Worker Owned  
Co-op

Leading  
Leaders:  
Developing  
Staff  
Leadership  
Skills

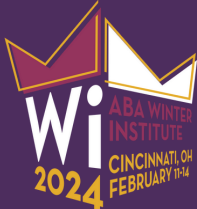
Developing De-  
escalation Skills

Tracking ROI  
for Events

Closing Keynote  
with Doris  
Kearns  
Goodwin

Making  
Numbers Count:  
Quantifying  
Success with  
KPIs

Strategies for  
Employee  
Retention



# INSTRUCTIONS FOR BINGO

Bring the fun of Winter Institute back to your store with a rousing game of Bingo!

## HOW TO PLAY

Participants can click each Bingo tile to view or listen to a session. A full list of Winter Institute recordings can be found [here](#).

## TIPS FOR PLAYING

Suggested tracks are provided, but booksellers are welcome to forge their own paths to Bingo victory.

Make it a friendly competition in your store and offer prizes for the first winner (or all of the winners!). Some prizes you might consider for your staff:

- Gift cards to a favorite local business in your city
- Store credit
- Extra hour of vacation time
- Gift cards for local restaurants or coffee shops
- Movie theater or event tickets
- Any other special gift, candy, etc.

Don't forget to set aside time in the schedule for staff members to play! Most sessions are under an hour.

Let the games begin!