Author Event Countdown

- Four months (or more) out-
  o Schedule author for author event
  o Coordinate timeline, type of event, and theme
  o Create author event team with staff and volunteers
  o Assign author event team specific tasks
- Three months out –
  o Start partnerships with organizations, community bloggers, clubs and so forth
  o Post author event on library event calendar
  o Email Author VIP Questionnaire
- Two months out -
  o Announce “Save the Date for the author event to newsletter subscribers
  o Seek sponsors for the author event
- 6 weeks out -
  o Promote event with author photo, short bio, book title
- 5 weeks out –
  o Create announcements and social media posts from the Author VIP form or author snippet from book, blog, or video.
- 4 weeks out
  o Create announcements and social media posts from the Author VIP form or author snippet from book, blog, or video.
  o Confirm author’s needs for the event
- 3 weeks out
  o Create announcements and social media posts from the Author VIP form or author snippet from book, blog, or video.
- 2 weeks out
  o Create announcements and social media posts from the Author VIP form or author snippet from book, blog, or video.
  o Confirm sponsors
  o Confirm the list of author’s needs will be ready (including books/book sales)
- 1 week out
  o Create announcements and social media posts from the Author VIP form or author snippet from book, blog, or video.
- 3 days out
  o Create announcements from the Author VIP form or author snippet from book, blog, or video.
  o Confirm delivery of sponsors products or services
- 1 day out
  o Create announcements from the Author VIP form or author snippet from book, blog, or video.
  o Confirm author’s introduction
- Day off
  o Create announcements from the Author VIP form or author snippet from book, blog, or video.
  o Set-up event
  o Greet author and library visitors

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