

Author Event Countdown

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