Connecting Readers with Authors: How to Plan a Successful Author Event

Cari Dubiel – PCI Webinars

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Webinar Goals

Today, we’ll talk about...

• Different approaches and strategies for author events, based on your community’s needs
• The nuts and bolts – the checklist you’ll need so you don’t forget anything
• How to create positive relationships with authors in your community to keep readers coming back
Why Author Events?
<table>
<thead>
<tr>
<th>Where to Find Them</th>
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<tbody>
<tr>
<td>Local bookstores</td>
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<tr>
<td>Social media #writingcommunity</td>
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<td>Local and national writers’ organizations</td>
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<tr>
<td>In your library</td>
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<tr>
<td>Tip: Use a Program Proposal Form</td>
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<tr>
<td>Networking within your local community</td>
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<td>Publishers’ reps / publicists</td>
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Go Big or Go Small?

Big
- $$
- Need more time to coordinate
- Travel reservations
- Larger venue
- Signings

Small
- Harder to promote
- No guaranteed audience
- Need to vet the author directly
- Indie or tradpub?
What do authors want?
What do readers want?
Work the Angles

- Author’s expertise
- Passive or online programming
- Contests / challenges
- Craft of writing
- Big Library Read
- Fairs
- Indie author events
Covering Your Bases

- Scheduling the event
- Presenter’s agreement / funding
- Publicity
  - Let author help
  - Partner with bookstores, writers’ groups, publicist
  - Your Friends group
Your Collection

- Display and Promote
  - Hand-sell multiple copies
  - Provide lists or devices
  - Separate a portion of the collection
  - Accept donations
Electronic Collections
The Day of the Program

1. Make the author feel welcome
2. Give a tour and explain services
3. Water bottle!
4. Bring prepared questions
Following Up

- Thank you note!
- Evaluation forms
- Debrief with the author and your staff – what went well? What didn’t?
Questions, Tips, Tricks?

Thank you!

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