



Event Questionnaire

Thank you for your interest in setting up an author event at Village Books. We support our community and authors through our robust events program, and we take pride in helping authors and presenters promote their work. We host more than 300 events each year and have come to understand the challenges of producing successful events. Because our events program is in such great demand, we request that all potential authors complete this questionnaire. This helps us determine if your book is a good match for our community. Village Books offers a free 15-minute consultation, \$25/hour after the first 15 minutes to help answer questions and event proposals.

You can email the completed questionnaire with your digital media kit (100-word book synopsis, 2-3 sentence bio, jpg image of book cover & jpg author image) to our Events Coordinator, Claire McElroy-Chesson, at events@villagebooks.com. Completion of this questionnaire does not guarantee an event at Village Books. All applicants are subject to approval by the events coordinator and staff.

Name:

Contact email:

Contact phone number:

Date:

1. For author events:
 - Book Title:
 - Author name:
 - ISBN:
 - Publisher:

For non-author presentations or mini-workshops:

- Presentation Title:
- Presenter Name:
- 2-3 sentence presentation synopsis:

2. Is your book available through Ingram wholesalers? Is your book available at a 40% discount and fully returnable to your publisher/wholesaler?
3. What genre is your book categorized as (i.e. fiction, non-fiction, history, gardening, children's)?

4. What is the target audience for your book (i.e. history buffs, scientists, gardeners, kids, book groups, etc.), and why do you think your book will interest them?

5. Is there a local or regional connection in the book to Bellingham, Whatcom County or the Pacific Northwest, and in what way?

To ensure a successful event, Village Books expects authors and presenters to conduct their own publicity campaign by reaching out to friends, family, and the local media. The following questions will help us gauge your participation level for publicity.

1. How many personal friends or family members would you expect to attend this event?

2. Please list all of the avenues of publicity and marketing you will engage in, such as press releases about your event to local media (Village Books provides media contacts), creating & hanging up posters, listing event on your social media, websites and e-newsletters, etc.:

3. Have you received any previous publicity, and if so, when and where?

4. What organizations might be interested in your topic and book, and which ones will you contact?

5. Please include any additional information that may be pertinent to your book or an event.