



1200 11th Street, Bellingham, WA 98225, 360-671-2626, VillageBooks.com

How to Have a Successful Event at Village Books

Village Books supports authors and speakers and takes pride in their success. We have hosted thousands of authors in the past three decades and have a few tips to offer you for having a successful event.

Once your event is scheduled:

-Start promoting however you can! Encourage your friends, family and other contacts to attend your event. Contact local media and mailing lists to let them know about your event too, and that your book is available at Village Books.

-Send out press releases (a sample press release PDF is attached at the bottom of this page), review copies, and other promotional materials (posters/postcards/fliers), and let newspapers, magazines and radio stations know you are available for interviews.

-Get involved with the local community, through book clubs, libraries and organizations to extend your outreach and network. The more you reach out to a diverse audience, the more likely you will have interest in your book and event.

Preparing your presentation:

-First, and foremost, remember that an author event is just one of the many ways to promote your book, just like press releases, reviews, and advertisements help you get your book into the hands of readers. So, you want to consider your presentation carefully and make sure you will grab the audience's attention.

-If you are based locally, attend a few of Village Books' events to get an idea of what other authors are doing, and what captures your interest. Take notes!

-Think of your presentation from the perspective of the reader. More than likely, readers want a varied experience where they get a mix of background information about you and your writing, information that is useful and educational, an entertaining presentation (multi-media and slideshow presentations are great for this), and content that is intriguing or inspiring. Reading from your book for more than 6-8 minutes at a time is a sure way to put your audience to sleep. Events should last no more than one hour, including time for Q & A.

-If you plan on doing a multi-media presentation, make sure you have the right equipment, and that you know how it works before using it at your event. Be an expert on the settings for your PowerPoint, photo programs, or other displays. Learn how to adjust the screen views, display settings, and sound. Bring the appropriate requested equipment and materials on the day of your event. At Village Books, if you wish to use our LCD projector, you must bring your own laptop, and if it's a Mac, the adapter to connect to our VGA cord.



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- Be prepared with a back-up plan in case your computer presentation does not work due to technical problems. You should have a non-technical presentation ready to share with the audience on the fly.
- Practice your presentation at home, and in front of friends & family.

The Day of Your Event:

- Arrive to your event 15-20 minutes, or up to 30 minutes early, if you are concerned about getting your technology ready. This will give you time to breathe and relax five minutes before you begin. Don't show up too early though, or Village Books' event hosts won't be ready and available to help you out.
- Let your event host know of any special requests or help you might need, such as extra water, a table for displaying materials, or if you have signing restrictions (no photos, no personalization, etc.). Be friendly, but not overly demanding, as event hosts have to help you get ready, while still manning the register and helping customers before the event begins.
- Bring a good signing pen or two that dries rapidly so other pages aren't smudged. Practice at home.
- Promote your book to the audience as available at our store and on our website, and if we have it available as an e-book, mention that as well. Please be considerate of the opportunity our store is providing by not advertising your book as available through other stores, websites, Amazon or Kindle.
- Thank the audience for attending your presentation, and for their support in purchasing your book. Be gracious to the audience, and also to the store staff who are making this opportunity possible. And Village Books always appreciates a positive plug for shopping and supporting independent bookstores.
- Please be understanding if your event has a low turnout, or no one shows up. While Village Books wishes that every event was standing-room-only, sometimes, due to unpredictable or varying factors, events just don't have the attendance hoped for. Even if three people attend, you should give those three attendees your full attention and energy. You never know when one of those people might write a blog post, share your book, or spread the word to a dozen other potential readers.
- If you are disappointed because of low turnout, use the experience as an opportunity to discuss with the events coordinator or staff ideas for improving outreach, or finding alternative ways to promote your book in the community. Remember, an event is just one way to market your book, and when one technique isn't effective, it gives you the opportunity to explore other, more effective methods.
- Once your event is over, be sure to sign store stock and double check for all of your belongings. Thank your event host for their help, then go out and celebrate your success!

We truly hope you have a positive experience at Village Books. Thank you for being a part of our Literature Live programming and choosing our store to promote your book.