



Breakout Session:
***Working with Booksellers and
Authors on Special Events***



Beth Oleniczak
Marketing Specialist

Beth.oleniczak@sourcebooks.com

What will I cover today?

- **Connecting with Publishers**
- **Author Availability and What to Expect**
- **Tips for Planning Your Events**
 - **Event Ideas**

Connecting with Publishers



EarlyWord

The Publisher | Librarian Connection

AAP } ASSOCIATION
OF AMERICAN
PUBLISHERS

edelweiss



Connecting with Publishers



Publisher Contacts

Library Marketing — Adult

Library Marketing — Childrens

Contact info for ALL of your library marketing professionals all in one place!!!

You'll also find...

- How to sign up for publisher library newsletters
- Info on monthly Twitter Galleychats with librarians and publishers (#ewgc)
- Librarian programming at major conferences (like BEA in CHICAGO! WOO!)
- What's hot, what's new, and other book news

Connecting with Publishers



The Children's and Adult Committees are made up from major and independent publishers from across the country.

This group also...

- Hosts programming at major trade shows, like ALA and BEA
- Holds quarterly meetings where we discuss programming opportunities
- Is a great resource if you're looking for an author for a specific event (i.e. a keynote speaker, festival submissions, etc.). You can contact me and I'll put the request out to the committee!

Connecting with Publishers



If you're not signed up, what are you waiting for?!

This site is useful for you because...

- You can download early review copies of forthcoming titles
- Publishers post special catalogs curated for librarians!
- You can nominate for LibraryReads!!!!
- The Author Grid system allows you to request visits from authors you know are hitting the road

Author Availability and What to Expect

****DISCLAIMERS:**

- All publishers handle their processes differently
- All authors have different preferences
- Fees (either travel or honorariums, or both) may be required

Consider timing:

- Publishers plan tours around release dates!
- The earlier you reach out, the better
- Are there a number of dates that will work for you?

Author Availability and What to Expect

Consider Skype:

- Many publishers/authors offer Skype visits at variable pricing
- Great addition to book-club-type discussions!
- Test, test, test!

Think locally:

- You'd be surprised to know how many authors are in your backyard!
- Check out SCBWI

Tips for Planning: Connect with a Local Bookseller...

...prior to major events, such as festivals, large-scale speakers, etc.

Why is this important?

- It will help set expectations for the publisher
 - How many attendees?
 - How many books sold?

Booksellers also have connections with local authors!

Tips for Planning: Think about Structure

What is your vision for the event?

- Book club discussion
- Q&A
- Author speaking on a specific topic?

Who will attend?

- What age group to do expect to attract?
- What will they find most interesting?

Logistics

- How long of a talk does the author need to prepare?
- Should they plan for a Q&A?
- Will a signing follow?
- Make sure that your even doesn't conflict with a major town event

Your Event Checklist

- ☒ 1-3 suggested dates
- ☒ Author
- ☒ Format and Length
- ☒ Expected attendance
- ☒ Potential honorarium
- ☒ Will there be book sales?
- ☒ How will you be promoting the event?

Event Ideas:

Spice Up Your Book Club!


Author/Editor Chats



Event Ideas: Spice Up Your Book Club!

Incorporate Fun Extras





Book Club Meeting


Before the book club...

Call local cafés, chocolatiers, or bakeries in your area. Explain that you are doing a sweets theme for your book club, and ask if they would be interested in offering the book club any free samples to try out.

- Tip: Telling them that there will be a group of potential patrons taste-testing the samples may help you get things for free. Invite them to join the book club meeting.
- Ask the bakers and sweet makers to reflect on the art and trade of chocolate-making and baking.
 - How and why did they start their business?
 - What locals inspire them?

Ask your book club members to:

- Bring a very small sampling of a homemade baked good or sweet to the meeting
- Bring in a recipe of their favorite sweet to share with the group
- Think about their favorite sweet shop or bakery in their hometown
 - What is their favorite sweet?
 - Make sure to remind book clubbers to bring a pad of paper and a pen to write down all of the suggestions!



My City, My Sweet Questions

Chapter 1: A Whole New Batch of Bonbons

- Never judge a bonbon by its chocolaty shell...
 - Which chocolatier, bakery, or café in your hometown most surprised you? Do you have a "diamond in the rough" bakery in your hometown, or a locals-only café?
- What is the best place in your town to get bonbons? Is it possible for everyone in your book club to come to an agreement about one place?

Chapter 2: Cupcakes—The Comfort of Home

- A couple of years ago, cupcakes became the newest sensation in the world of sweets; what do you think is especially popular in your hometown? What has been on your must-have sweet list recently?
- Do you have a bakery in your hometown that specializes in cupcakes?
 - What is your favorite/least favorite flavor?
 - What features does a "great" cupcake have in comparison to a "just okay" cupcake?
 - Are the delicious sweets the only reason to frequent a bakery/café/chocolatier? Or are there certain features of the physical establishment (décor, location, staff, ambiance, etc.) that also influence your sweet tooth?
 - Ask a bakery if you can take a tour of the facility, or see if they will come and talk at your book club about how they come up with different flavors. Can you and your fellow book clubbers make any flavor suggestions for the bakery?

Chapter 3: Stick-to-Your-Teeth Hot Cocoa

- Where can you find the best hot chocolate in your town?
- Any mentions that no one talks about how crazy the pigeons in Paris are; is there a local secret, quirk, trademark, or custom about your town that tourists are surprised to discover?

Chapter 4: Bonding over French Viennoiseries

- Just as croissants cannot be rushed, there are many great eateries that have long waits and slow service. How long would you be willing to wait for your favorite sweet from the best local bakery?
- Which restaurant in your area has the best bread? What makes it better than the competition's?



Your participation includes:

1. A FREE, interactive **Skype, Shindig, or Google Hang Out** session with the author for your library or classroom (With your purchase of \$25 of the author's title)
2. 25% off, plus free shipping, on your order of the author's books (please visit the site below for purchasing guidelines)
3. Downloadable educator materials (when available)

Visit <http://www.sourcebooks.com/library> for a full list of participating authors and to request your visit!

Thank you!

Follow us on Twitter:

@SBKSLibrary

@sourcebookscasa

@sbkslandmark

@jabberwockykids

@sourcebooksfire

Request our titles on
NetGalley and Edelweiss!

Thanks
for
visiting!

sourcebooks

The *School* and *Library*
RESOURCES *Page*

Visit:

www.sourcebooks.com/library

- Sign up for our library newsletters
- Download educator & book club guides
- Discover our Virtual Visit program
- ... and more!

beth.oleniczak@sourcebooks.com