

Bookstore Event Checklist

Author/Speaker: _____

Date/Time: _____

Contact Person/Publisher Affiliation: _____

Contact Phone/Email: _____

Event Location: _____

Books: _____

Title	ISBN	Pub	Price	Pub Date	Qty	Order Date	Rec Date

Pre-Event (2 months - 2 weeks out)

- Check size of location, chairs, lighting, AV, etc.
- Schedule staff for event
- Add event to store event calendar, Books-n-Author website
- Write press release and send to local media
- Post event on your website
- Send email/postcard to customers and author's list of attendees
- Create bag stuffers for event
- Create signage for event (for store, area businesses)
- Identify special groups that might have interest in event, extend invitation
- Order needed books in advance
- Ask publisher about co-op for event
- Create display related to event

Pre-Event (Week before)

- Review event responsibilities w/staff
- Order food/decorations/water for author
- Check that books have arrived
- Clean/straighten the store the night before event

Event Day

- Set the room, place promotional pieces on chairs, have pens on hand for author
- Introduce author to staff
- Have designated staff person greet attendees
- Create sign-in sheet or raffle forms to collect attendees email, mailing address, etc. (offer an incentive such as a drawing)
- Take photos of event
- Ask author to sign extra stock

After Event

- Record # of books sold
- Send thank you note to author, publicist, etc.
- Add photos, signed copies, etc. to event display
- Add attendee contact info to store database
- File co-op claim
- Return unsold event stock

