



How to Host a Successful Author or Illustrator Event

Thank you for choosing Children's Literature's Booking Service to help you find a speaker and plan your event. To help you get started, here are some helpful tips.

1. Plan Early

Hosting an event takes lots of pre-planning. Some of the most important first items to think about are the date of the event, budget for the event, best fit for your event.

Date of Event: Will your event be a daytime or evening event? Will you be hosting multiple events on one day or over several days? Are you flexible on the date?

Budget for Event: How many speakers will you have at your event? Remember, each speaker will need an honorarium, varying travel expenses (lodging, air, ground, gas, parking), and probably meals. What other expenses will you have- audience refreshments, etc.?

Best Fit for Your Event: Who is the audience? Will you be selling books at your event as a fundraiser?

2. Secure an Author/Illustrator Early

Authors and illustrators plan their appearance schedules many months and even a year or two in advance. Once you have decided on the date, budget, and what type of speaker would be best for your event, open your Children's Literature's Booking Service account to find the best match. The more filters you use for your event, the better results you will get. Use the information on the Author's Profile Page to learn more about the author, what the author's presentations are like, how many presentations the author will give per day, what expenses the author needs to be covered, and more. Once the author/illustrator has decided to speak at your event, don't forget to secure a contract from the speaker, cancellation policy, along with any other special requests/details. Also, make sure the speaker has a direct contact during the planning stages- all the way through and after the event.

3. Order books early

Book sales and signing at an event are a great way to support the speaker, support a local bookstore, or serve as a fundraiser. Many authors and illustrators will give you the contact information for ordering books directly from their publishers if you want to sell books as part of a fundraiser. It is best to order your books well in advance of the event date. We suggest at least two months ahead of your event date.

4. Prepare for the Event

Plan the logistics for the day of the event: Who will be the speaker's central contact/escort for the day? Make sure the speaker has the contact's direct phone number and email ahead of time. Who will transport your speaker to the event site? Who is handling the speaker's needs

throughout the day (food, water, etc.)? Does the speaker have any food/drink restrictions? Who will make sure all of the author's requested items are in place? Ensure the speaker has information about the event and logistics for travel and event day ahead of time. Other items need planning as well. Who will pick up refreshments for the event? Who will set up seating, book sale tables, and other equipment? Publicize your event throughout your community/school to increase awareness and excitement for your speaker.

5. Logistics the Day of the Event

If you planned well, you are ready for event day. As soon as the speaker arrives, make sure the speaker is given directions for water, refreshments, restrooms, and any other directional/contact information. Be overly available to the speaker throughout the event. Keep to the arrangements you and the speaker have agreed. Do not attempt to add additional presentations, sessions, or requests on the day of the event.

6. After the Event

Send a thank you letter to the speaker. Make sure all payments are made soon after the event.