



BOOKSTORE EVENT CHECKLIST

Event: _____

Author/Speaker: _____

Contact Person: _____

Secondary Contact: _____

Telephone #s: _____

Email Addresses: _____

Date: _____ Time: _____

Location: _____

BOOKS:

Title	ISBN	Publisher	Price	Pub Date	QTY	Order Date	Rec Date

**THIS CHECKLIST IS GENERIC TO AUTHOR AND AUTHORLESS EVENTS.
A SEPARATE CHECKLIST FOR EVENTS WITH AUTHORS IS FOUND IN THE ADDENDUM**

PRE-EVENT – Three Months to Two Weeks Out

Operations

- Estimate the size of the event audience and secure the proper venue for holding the event (in-store, offsite), and be sure you have sufficient chairs, lighting, etc.
- Determine audio/visual needs (microphone, LCD projector if the presentation includes a slideshow, etc.) and order/acquire A/V materials
- Schedule sufficient staff to cover both the event and normal operation of the store

Marketing

- Add this event to listings of all store events
- Write a news release announcing the event and send it to targeted local media
- Post event listing on your website
- Send email and/or postal mail to customers announcing event
- Create bag stuffers announcing event
- Create signage announcing event in a prominent location in the store
- Identify specific groups that might have an interest in this event and send invitations (or have an organized group send invitations to its members)
- Order needed books in advance – ask what quantities the publisher recommends (schedule order to arrive several days prior to the event)
- Inquire with publisher about co-op available for the event
- Create a display of books featured at, or related to, the event

PRE-EVENT – The Week Before

Operations

- Meet with staff/volunteers so each person knows his or her responsibilities
- Purchase food and arrange for delivery (if applicable)
- Purchase decorations
- Clear your schedule as much as possible for the day and time of the event
- Make sure you have the needed books at least three days prior to the event
- Check all A/V equipment prior to the day of the event
- Clean/straighten the store thoroughly the night before the event

Marketing

- Send a media reminder
- Create copies of future event listings, store newsletters, Book Sense Picks, and other promotional items to distribute at the event

DAY OF EVENT

- Set the room (chairs, lighting, tables, books, decorations, etc.) at least one hour prior to the event
- Re-check A/V equipment
- Paper the room (place your newsletter, flyers, promotional materials on each chair) or create a central place for customers to take promotional materials
- Have designated person on staff greet attendees as they arrive, and show them to the event space
- Create a means of collecting customer email addresses (sign-in sheet, etc.) on a voluntary basis, and be sure to protect customers' privacy when doing so (consider offering an incentive, such as a drawing)
- Take photos of, and/or record/videotape, the event
- Have a car, cleaned, filled with gas, and ready to go for emergencies
- Limit interruptions (turn off music, instruct staff to answer phone on first ring, turn off espresso machines, etc.)
- Make sure you have change for the register

AFTER EVENT

- Measure results (# of books sold, # of attendees) and record them
- Send thank you note/marketing message via email/postal mail to event attendees
- Create an after event store display, highlighting books featured at the event, including autographed copies, photos of the event, etc.
- Create post-event content for website, including photos & links to featured books including autographed copies
- Create an event scrapbook (print/digital) with photos, press clips, etc. to share with publicists and media for future events
- Record attendee contact info in store database

EVENTS CHECKLIST ADDENDUM

SPECIAL CONSIDERATION FOR EVENTS WITH AUTHORS/SPEAKERS

- Communicate with author/speaker (or his or her publicist/assistant) well in advance of the event, explaining what is expected, and making yourself available to answer any questions
- Promote event to the author's invite list
- Work with the author's website to promote the event
- Familiarize yourself with author/speaker's needs, as well as author's bibliography
- Get restrictions (author won't personalize, no photos, etc.) from publicist well in advance
- Print restrictions on all public documents (email, postcards, posters, etc.)
- Purchase a gift for the author/speaker
- Schedule time to take author/speaker (and publicist/assistant) to dinner/lunch, if applicable
- Get author/speaker's permission to record/videotape the event
- Ask the author to sign extra stock before or after the event
- Be on hand to greet the author/speaker
- Personally introduce the author/speaker to store staff and key customers
- For book signings, have several pens (Sharpies) at the ready
- Have bottled water for the author
- Write thank you notes to authors/speakers
- Find someone connected to the author, author's work or subject matter to introduce the author (a local professor, etc.)

SPECIAL CONSIDERATION FOR OFF-SITE EVENTS

- Ensure location has adequate parking, bathroom facilities, lighting, etc.
- Know what other events are scheduled in that location on the day of your event
- Prepare document with detailed, easy-to-follow directions to location (include location phone #)
- Make payment easy for customers (card swipe or imprinter to capture card #)
- Produce a printed piece with store address and phone number, as well as directions to the store, to distribute at event