



## PLANNING YOUR EVENT

### *Consider your space.*

Envision how you would like your Indie Author Day to look and sound. A room full of booths and tables might look great in pictures, but will everyone be able to converse comfortably? There's no one-size-fits-all formula to apply to every event, but some things to think about include:

- Using more than one room
- The ratio of featured speakers to attendees
- Acoustics of your space
- How many pieces of furniture or props your space accommodates
- Access to A/V equipment and electricity/wifi

### *Consider your audience.*

Indie Author Day is a great opportunity to reach both familiar and new local writers. You'll want to gear your event towards writing groups and organizations that your library hosts, of course. But you should also do some research into what groups exist outside of your organization and think about how to include them.

Not sure where to start or looking for something new? Check out this list of genre-specific organizations with local chapters:

- [Romance Writers of America](#)
- [Science Fiction and Fantasy Writers of America](#)
- [Sisters in Crime](#)
- [Mystery Writers of America](#)
- [Historical Novel Society](#)
- [Graphic Artists Guild](#)
- [National Cartoonists Society](#)

Inviting readers to mingle with authors is another option. Start with book discussion groups, then branch out to book clubs that exist in your community's coffee shops and breweries, independent bookstores, parks and recreation departments and beyond!

Want help locating nearby book clubs? Check out [Meetups' list of book clubs](#).

## *Develop a plan-of-action.*

You don't need to be a project manager to coordinate your Indie Author Day. However, following some simple project management-inspired rules can help guide your process.

## THE RULES

### 1. Identify tasks

Some common tasks might include reaching out to local writing organizations, coordinating featured speakers, gathering materials and setting up your space.

### 2. Set a schedule

Delegate tasks accordingly, then set a timeline for each that includes start dates and due dates.

### 3. Execute tasks

Stick to your deadlines as much as possible, but leave room to be flexible.

[Get free action plan templates](#)

## CREATE THE PERFECT MIX

One way to approach planning your event is to see it as a mix of:

authors, publishing professionals and readers;  
resources provided by both Indie Author Day and you;  
education and networking and;  
personal and digital interaction.

Indie Author Day and past sponsors provide help and resources in the following ways:

- Brainstorming programming ideas
- Providing digital marketing assets
- Providing a selection of subject matter-specific workshop videos to feature as part of programming

Beyond that, developing a mix that fits your event is up to you! The possibilities are endless and completely customizable.

# RAISING AWARENESS

## *Market early.*

Following this simple rule can greatly impact your number of attendees. Set expectations for how early, how frequently and in what ways you will publicize your participation in Indie Author Day. The Indie Author Day team provides digital marketing materials to make marketing easy.

Digital materials are available immediately. The earlier you register, the earlier you can start promotion. Indie Author Day t-shirts for librarians and authors will also be available for on-demand purchase from our website.

Indie Author Day's downloadable digital marketing materials include:

- logos
- web graphics (for newsletters, social media, website)

Find them under the Hosting an Event section of our [website's homepage](#).

## *Reach out through different channels with various media.*

One of the most exciting parts of Indie Author Day is the potential to bring together people from different contingents of your community. In order to reach so many people, it's best to raise awareness about your event on a variety of platforms. Beyond posting flyers and postcards around your space and around town, consider these additional paths to spreading the word!

### MEDIA

Short text posts

Long text posts

Images and pictures

Short-form videos

Long-form videos

Audio

### COMPATIBLE CHANNELS

Tumblr, Twitter, Facebook

Wordpress, Medium, Local magazines and newspapers

Instagram, Tumblr, Pinterest, Snapchat

Instagram, Tumblr, Snapchat

Youtube, Local news channels

Local radio stations

If you have the time, it's always a great idea to consider an in-person appearance at local literary events. Even making a short announcement at open mics, writing circles, poetry slams, festivals and more is impactful.

## STRENGTHENING CONNECTIONS AFTER INDIE AUTHOR DAY

*Maintain regular communication with authors who participated in your event.*

Continue to reach out on a regular basis via email, phone and social media. Check in and ask about projects authors are tackling and see how those can fit into your year-round programs.

*Welcome new authors into your library.*

Encourage authors beyond those that participated in your event to get involved at your library. For a low-maintenance option, adding a way for new authors to get in touch with you can be a good place to start.

*Stay informed with the latest from Indie Author Day.*

Gain insight from Indie Author Day's webinars, newsletters and other promotions year-round.

*Indie*  
AUTHOR DAY

