



TIPS FOR PLANNING YOUR EVENT

Consider your space

How would you like your Indie Author Day to **look** and **sound**? Will your guests be comfortable and able to fully listen and participate? There's no one-size-fits-all solution to setting up events, but some things to consider include:

- Using more than one room
- The number of speakers vs 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 local authors, writers, and readers. A great place to start is with programming and/or groups your library may already host or be a part of. But you may also want to consider doing some research into what groups exist outside of your organization and think about how to include them.

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 and local authors, gathering materials, and setting up your space.

2. Set a schedule

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

3. Execute

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 our sponsors provide help and resources in the following ways:

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

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



Follow us on social media to stay up-to-date on all things Indie Author Day.



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 promotion 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 later this summer.

Indie Author Day's downloadable digital marketing materials include:

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

Find them under the [Resources](#) section of our website.

Social reach

One of the most exciting parts of Indie Author Day is the potential to bring together people from different parts 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 CHANNELS

Instagram, Tumblr, Twitter, Facebook, Pinterest, Snapchat, YouTube, Wordpress, Medium, Local magazines and newspapers, Local news channels, and 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

Continue to stay connected and engaged with authors and speakers from your event 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

Encourage authors beyond those that participated in your event to get involved at your library. Tell them about current workshops or events you're hosting, let them know about any author tools you have for them at your library, and beyond.

Stay informed

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

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