



TIPS FOR PLANNING YOUR VIRTUAL EVENT

Consider your programming

How are you wanting to set up your day and what type of programming do you want to include? Do you want a mix of on-demand webinars as well as live panels? Do you want local authors to speak about their book(s) and writing experiences? Do you want someone from the library to talk about how local authors and writers can take advantage of programs within the library? Whatever it is you want to achieve for that day, plan it out first so you can create a schedule and know what tools and resources you need to utilize.

Consider your audience

During your planning, be sure to consider *who* your audience is. 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 (ie: local book clubs, book stores, etc).

Consider your host

Now that you have an idea of your schedule of events, which program(s) do you think are best to help execute them? Is it Zoom, Google Meet, Go to Webinar? There are a lot of free and paid options out there, but make sure to do the research so you can figure out which one is best for *your* events. Here's a sample scenario:

Sample scenario: Hosting 1/2 day of virtual webinars; mixed on-demand and live sessions (3-4 sessions about 30-45 mins each)

- Using Zoom for one live panel so patrons can register
 - 3-4 local authors on a panel talking about their books and writing experience
- Using 2-3 on-demand videos
 - Indie Author Project Expert Session with Jacqui Castle
 - IngramSpark: Print on Demand for Indie Authors

- NaNoWriMo: How to Develop Your Characters (Interactive)
- Add schedule to website for patrons to access info, recordings, etc.

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, setting up your registration links, and adding a schedule and resources to your website.

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 and;
education and networking and.

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.

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, YouTube, local magazines and newspapers, local news channels, and local radio stations.



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



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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