

# HOW TO BOOK EVENTS AT READINGS SHOPS

Readings is proud to have a long history of hosting literary events.

## WHAT KIND OF LITERARY EVENTS DO YOU HOST?

We host a range of events. Our most commonly held event is a book launch.

## BOOK LAUNCHES

Book launch events are usually held within a week or so of your book being available to purchase in our shops. The launch is your chance to invite your family, friends and colleagues for a celebration of your work. It's also your chance to start the life of your book in-store: to bring it to the attention of bookshop staff, and customers in your area.

## WHERE CAN I HAVE MY READINGS BOOK EVENT?

We hold book launches in all of our shops. It's up to the publishing house and author to invite friends and family, and take RSVPs. The shop you choose will obviously be influenced by how close it is to where you and most of your friends live, and the number of people you think will attend.

Please note that the Carlton shop can accommodate up to 100 people standing, with 30 seated.

Readings Hawthorn can accommodate up to 150 people, seated.

Readings St Kilda can accommodate 100 standing, with 50 seated.

Readings Kids can accommodate up to 75 people standing.

Readings Doncaster can accommodate up to 75 people standing, with 30 seated.

At times we organise literary events at venues outside our shops. This occurs when we know that public interest will be large for an upcoming title. These events are organised with the publishing house.

Readings is also able to sell your book at an outside venue where a bookseller is needed. This is organised by the publishing house.

## WHEN CAN I HAVE MY READINGS BOOK EVENT?

We host launches and events in our shops from February to early November.

Events can be held at Readings Carlton and Hawthorn on any weeknight, although we find Monday through to Thursday evenings work best. Most events start at 6:30pm, to allow for people who have to travel after work.

Events held at Readings St Kilda are only available Monday and Thursday evenings.

Events can be held at Readings Doncaster on Thursday evenings only.

Book events for kids or young adults can be scheduled earlier on weekdays, or on a Saturday or Sunday day at any of the Readings shops.

## WHO SHOULD I ASK FOR A READINGS BOOK EVENT?

Direct all requests for book events to [chris.gordon@readings.com.au](mailto:chris.gordon@readings.com.au) or to [events@readings.com.au](mailto:events@readings.com.au)

## WHAT INFORMATION SHOULD I INCLUDE WHEN I ASK ABOUT AN EVENT?

Please tell us, in a few sentences, about the book, the publisher, and its retail (shop) price. Please also tell us the dates – subject to the rules about availability outlined above – when you'd most like to hold your event. You may like to also think about how many people, approximately, you expect will attend. Sadly we cannot accommodate all requests.

## HOW MUCH NOTICE DO YOU NEED?

We ask that you send an enquiry about a book event at least eight weeks before the anticipated launch date.

## HOW DO I GET MY BOOK TO THE EVENT?

We take care of all of the ordering, delivery and display of your book.

## DOES READINGS ADVERTISE MY EVENT?

Yes. A listing of your event or launch will be included on the events page in our Readings Monthly newsletter if we receive confirmation of your event in time for our deadlines (approximately by the first week of each month prior to the month in which your event is being held).

The Readings Monthly newsletter is mailed to our 15,500 subscribers with an additional 3,500 x copies distributed around our seven shops.

We also provide an events listing in our events calendar on the Readings website [readings.com.au/events](http://readings.com.au/events).

### EVENT ADVERTISING MATERIAL REQUIREMENTS

- ↳ Hi resolution (300 dpi) .jpg or .tif image of the author/s
- ↳ Hi resolution (300 dpi) .jpg or .tif image of the book/s
- ↳ Up to 50 words on your event that we will use as the basis for our events copy

## CAN I HAVE FINGER FOOD AND WINE FOR MY GUESTS AT MY EVENT?

Yes. In our experience most people prefer to go out and eat after the event, so we recommend that you spend money on wine only. We can help you organise this for your event. You will be invoiced for this cost. Alternatively you can supply your own wine.

## WHAT EQUIPMENT DOES READINGS SUPPLY FOR AN EVENT?

Readings supply microphones, a lectern, and chairs. *Please note that we cannot provide projection screens, or wall space and equipment for PowerPoint or other kinds of visual presentation.*

## WHAT IS THE USUAL FORMAT FOR A READINGS BOOK EVENT?

Almost all of our book events are simply people talking and enjoying some wine, followed by a speech from the person who launches the event, and a speech from the author, general congratulations, and a chance for the author to sign copies of their book at the end. Some authors prefer to read an extract from their book, or be asked questions about it, in a Q and A session, instead of giving a speech. We do recommend that book readings be short, and we've found over the years that two speeches are the most that any audience will really listen to (nothing seems to spoil a book event as easily as a lengthy reading, or that third or fourth speech).

The usual running order for a Readings shop event is as follows:

- 6:00            Guests begin to arrive. Wine served.
- 6:30            An MC (this could be a Readings Event host) gives a quick introduction of author and/or speakers.
- 6:35-7:00     Speaker and/or author talks. And/or readings from the book. And/or audience questions.
- 7:00-7:30     Book signing.
- 7:30            Event close.

## WHAT MAKES A SUCCESSFUL BOOK EVENT?

That you, as the author, performer or publisher, together with the audience, enjoy yourselves!

## MORE QUESTIONS?

Please don't hesitate to email us at [events@readings.com.au](mailto:events@readings.com.au).