

BOOKSTORE EVENT CHECKLIST

DATE:

TIME: (Start time and approximately how much time you should schedule for the event)

STORE:

LOCATION:

Street Address
Cross street, mall name or other landmark
City, State (Is it Kansas City Missouri, or Kansas City, Kansas?)
Store Phone: Area code +

GUEST: The author's name plus names and titles of guests accompanying the author

ARRIVAL TIME: (usually ½ hour before the event)

SPECIAL ARRIVAL INSTRUCTIONS: (Where the store is located within a mall or shopping center, how to locate the contact in the store; what specific entrance to use, etc.)

CONTACT: (whom to ask for upon arrival)

CONTACT'S PHONE NUMBER ON THE DAY OF THE EVENT:

TALK/READ: (Confirm/describe exactly what the author will be expected to do)

FORMAT/LENGTH OF TALK:

Introduction by:

Read/Talk for "x" minutes

Take Questions for "x" minutes

Sign books

ROOM SET UP/SIZE: Ex: Space is located near "X". Author is seated in front of a table, with microphone. Space accommodates 30 seated; 20 standing

SIGNING SET UP: Table with chairs. Need microphone. Author only uses blue ink.

NUMBER OF BOOKS ON HAND:

NOTES: (Local newspaper will be covering the event; event will be covered on local radio; etc.)