

SWG Author Reading Program



Tips to host a successful in-person author event

- **Set a date.** When choosing your date, check for competing events.
- **Consider meals and accommodation.** If the writer is traveling a distance to the reading, please make appropriate arrangements for meals and accommodation ahead of time and contact the writer with the information well in advance. Please also send directions to locate your facility within your town or city, the hotel/motel, and advice on the best traveling route, particularly if there are any special circumstances.
- **Consider your venue.** The reading venue should include adequate lighting, a sound system if required, plenty of table space, a chair, a lectern and water.
- **Appoint an event host.** The host of the reading should greet the writer upon arrival at the library, provide the audience with a few introductory remarks at the beginning of the reading, invite questions after the reading and thank the reader and audience at the conclusion of the reading. The host should also be available to monitor the students and/or audience during the reading.
- **Consider your audience and help to get them engaged.** If a group will participate, please communicate with the attendees about their expectations and relay this information to the writer, so that the writer will be prepared for the specific type of reading and address those aspects. For group audiences, readings work best when the whole group is familiar with the author's books. Many writers have their own web sites or other information that can be obtained ahead of time.
- **Set up a book display, or help sell the author's books.** Readings are wonderful opportunities for authors to have their books reach their audience. Most authors have books available to sell if you'd like to make arrangements with the author in advance or at the event. Also, audience members may wish to bring a book to be autographed by the author.
- **Promote widely.** Take advantage of as many promotional activities as you can: newsletters, posters, displays, and invitations to school boards or other local dignitaries and media contacts. Try to find ways to link book displays, writing projects and other writing-related activities to the author visit.
- **Acknowledge sponsorship.** Please acknowledge the sponsorship of the SWG and our supporters, SaskCulture and Saskatchewan Lotteries, during the introduction of your writer. A sign or logos may also be displayed at some point during the reading. A template for this can be found below under Forms.
- **Event reporting.** Both host and writer should send in their report forms to the SWG as soon as possible after the reading.