

Thanks for choosing to become a New Zealand Book Month Activist

Here's your guide to help!

This handbook will help you along your journey as a New Zealand Book Month Activist. You'll learn everything from how to get organised for your event to promoting your event throughout your community.

To help you find exactly what you need, the Activist Handbook is divided into three sections:

1. Creating an event
2. Promotion and publicity
3. Event checklist
4. Other important information

Creating an event

Vision and Ideas

It's important to develop a clear vision for your event from the outset. Consider what you want to achieve by being associated with New Zealand Book Month and think about how you can make it happen! Your event or activity should reflect your vision as well as the theme and objectives of New Zealand Book Month – **Books Change Lives**.

Planning

Thorough planning is the key to running a successful event. Ensure your ideas are practical and that you can deliver within the time, resources and budget available. Devise a target audience profile and ensure the event is realistic in terms of content, time, venue and price for the target audience.

Ensure the venue is suitable for your event. Think about whether you need a sound system and keep venue staff informed of your plans and requirements. Make sure your venue has health, safety and emergency procedures in place and that insurance responsibilities are clarified.

On the Day

It can be useful to work from a timetable/checklist for your event. Depending on the scale of your event, it is advisable to have a full production meeting or run-through prior to the big day. Document your work and, if possible, take photographs for your own records and to assist with reporting back to us. Remember to thank participants and sponsors on the day and follow up with a letter of thanks to those who helped out.



Promoting your event

Getting started

Promoting your NZ Book Month event well can help your event be a success. You can make use of regional and community newspapers, radio and television stations to get the message out to your community. Outline how you plan to promote your event and when you need to put that plan into action.

- Think about a mix of event listings, media coverage, direct promotion, posters, flyers and paid advertising
- Develop a timeline, including deadlines for printing and distribution, event listings and news stories
- Build on the list of local media contacts we have provided. Add other publications you know will reach the right audiences e.g. your council newspaper, radio stations, blogs, websites and email lists

Preparing your media release

We have provided two media release templates for you to use as a guide. Media releases can help inform your local news media about your event. Follow the checklist below to make the most of your media release:

- Include all the details of your event, including location, time and your contact details
- Think about what will make your event stand out – what will capture people’s attention and make them want to go? Wherever possible, send a high resolution photograph with your release. This should be at least 600KB
- When emailing your release, copy the content into the body of the email - **do not** send as an attachment. Place the heading of your media release into the subject line and send directly to your contact - do not send as a group email
- Once the release has been sent, follow up with the journalist the next day. Ask them if they received your email and, if not, could you send it to them again

Making your event newsworthy

There are a number of ways to help ensure your event gets into the media. Sending a press release or contacting media directly is a good start. You may also want to think about providing:

- A good photo opportunity or sound bite. Consider what visual hook you could use to generate interest with print or TV media
- An interview or on-air book reading opportunity with the event organiser or a well-known or new author
- Is there an opportunity for arranging prizes from event sponsors?

*Always remember to state the details of your event (date, time, name of event).
And make sure to mention “NZ Book Month – Books
Change Lives” at every media opportunity.*





March 2012 is NZ Book Month

Paid advertising

Newspaper sales people can advise you on a campaign to suit your event and budget. Papers can design and lay out your advertisement from written copy. Remember to:

- Include the New Zealand Book Month logo in print advertising (downloadable logos are available on the NZ Book Month website) and the **strapline** "*Books Change Lives*"
- Consider the 'net value' of paying for advertising. Can you generate greater promotion through 'free' methods?

Online promotion

Engaging with book readers and enthusiasts online is a simple and efficient way to inform people of your NZ Book Month 2012 activities. Here are some ideas to make the most of your online opportunities.

Use your website:

- Upload multimedia content (pictures, audio/video clips etc) to your website to promote your NZ Book Month event. For those who can, use past NZ Book Month content to show people what they can expect in 2012
- Make sure all contact and event details are correct and up to date
- If you have a forum on your website, start a discussion with users to promote your activities and stimulate interest in your event

Social media ideas:

- Post about your events on the NZ Book Month Facebook page: www.facebook.com/nzbookmonth
- Find groups/pages on Facebook relevant to your event and post about your NZ Book Month activities
- Follow people and organisations on Twitter who might be interested about your event and tweet to them about how they can get involved @NZBookMonth
- Consider reporting live a NZ Book Month 2012 activity on your social media channels (e.g. tweeting quotes from an author, sharing a video on Facebook etc)



Your event checklist

The following checklist should act as a prompt as you work through the planning process for your event(s).

By Friday 10th February 2012

- Ensure that you have updated the details of your event on the New Zealand Book Month events calendar – and that you have confirmed final specific details of your event to Beth, so that we can include them in our national press information
- Finalise any programmes/flyers you are planning to use to promote your event – prepare to print and distribute. Download [logos](#) to use on all your materials and communications
- Communicate with your author and, if necessary, allocate a minder, discuss travel and the format of your event. Set expectations for content and work out whether you have any specific technical requirements

Lead up to your event

- Provide the venue with a programme for your event
- Review the budget and your promotional plan
- Confirm participation and duties with event helpers and the arrangements with all presenters and chairpersons
- Invite sponsors to attend event
- Arrange insurance cover if required
- If required, book/hire furniture, order sound system and confirm food/beverages
- Invite press to attend the event and discuss photo opportunities

On the day

- Check venue just prior to event
- Set up Welcome/Ticket Desk and staff
- Check on installation of sound equipment
- Set up book sales table, place samplers on chairs, install banners/signs/posters
- Greet presenters and chairpersons on arrival at the venue. Remind them to acknowledge this as a NZ Book Month – Books Change Lives event
- Check readiness of presenters throughout the event
- Host sponsors during the event (if attending)
- Check on catering

Post event

- At the conclusion of your event, prepare and return your Reporting Form by email to Beth Davies at beth@nzbookmonth.co.nz
- Hold a debriefing
- Send out thank you letters
- Pay invoices
- Invoice NZ Book Month





March 2012 is NZ Book Month

Other important things to remember

Tell us all about it!

We love hearing how your event went, and this year we're keen to share your stories and photographs online. Add your photos to our online gallery: www.flickr.com/groups/nzbookmonth

Please remember to ask attendees to let you know if they have any objections to their photograph appearing online or in the media.

It is always useful to document and evaluate your event for internal reporting too. This way you can build on your strengths and overcome any weaknesses for future events.

Book Voucher giveaway

This year we are giving away \$20 million worth of book vouchers around New Zealand. Be sure to let attendees know where they can collect theirs!

- The New Zealand Herald and regional APN newspapers will be giving away vouchers to readers from the 1 March
- We will be mailing vouchers to 1 million households in the first week of March
- Vouchers will be available from all Caltex service stations around the country from the first week of March
- You can download vouchers from www.nzbookmonth.co.nz and print them off to give away during your event

www.nzbookmonth.co.nz



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