



## **Books Change Lives – and here's where we start to shout about it!**

New Zealand Book Month begins in FOUR weeks time.  
It's time to shift up a gear and really get the word out there. Are you ready?

**Key date for getting your events on our website:  
Thursday 10th February (yes, that's just next week)**

Dear Book Month friends and activists

We are sharing details of your events with both national and local newspapers and magazines. Their deadlines are fast approaching and we need to get accurate listings and diaries to editors over the next couple of weeks. First thing on Friday 11th February, we'll be downloading the events on our website and passing them to the Sunday Star-Times for inclusion in their New Zealand Book Month feature edition. ***To give your event this fantastic national coverage opportunity, make sure your details are online, and complete, by the end of Thursday 10th.***

### **Add and review your event details on the website today! Here's how:**

- Register as an "activist" (if you haven't already)
- Log on to [www.nzbookmonth.co.nz](http://www.nzbookmonth.co.nz) using your email address and password (if you've forgotten it, we'll send a reminder to your email address)
- Click on the "Events" tab
- View the events in either "Calendar" or "List" format (we love the list format, as it shows images too)
- Click on "My Events" to set up your event
- Click on "Add" to add a new event, or "Edit Event" to update the details for an event you've already posted
- Once you have filled in the details, click "Submit"
- Our web editor, Natalie, will check your details and add a generic image to your listing if you haven't been able to post one
- If you get stuck or need help, email Natalie at [webeditor@nzbookmonth.co.nz](mailto:webeditor@nzbookmonth.co.nz)
- Please make sure your event details are as accurate as possible, since we'll be sharing them with key newspapers and magazines

### **It's time to kick-start your publicity and marketing**

Thanks to those of you who've been in touch to share and discuss the great promotional materials you are already putting together – we love seeing what you are creating to celebrate books and reading. To help you out, we've pulled together some generic resource materials that we hope you'll like ...

In our last newsletter we launched our new Books Change Lives badge for New Zealand Book Month 2011:



Over the next week, you'll see new marketing material appearing on the website – including three great posters for you to download and print in a variety of sizes. The first of these is already there for you to use – we hope you like it!



[Click here to view our logos and marketing materials online and download](#)

### Events and promotion checklist

With just four short weeks to go, the team at NZ Book Month HQ has become obsessed with making lists. To save you some work, we thought we'd share our countdown checklist with you:

#### **This week (by Friday 4th February)**

- Get your events onto [www.nzbookmonth.co.nz](http://www.nzbookmonth.co.nz)
- Confirm the date and time
- Confirm your event name
- Confirm your venue
- Confirm the final format for your event
- Talk to your local book shop and get them involved
- Confirm your presenters and chairpersons
- Prepare a timeline to take you from now until the end of your event
- Begin preparing your publicity material ready to print/distribute

#### **By Thursday 10th February**

- Check the specific details of your event on our website and ensure they are up-to-date.

*Key publications such as the Sunday Star-Times, Metro and Kia Ora magazines and regional newsprint media will be selecting events from our list to publish in their New Zealand Book Month coverage.*

**One month prior to your event – this for some of you is right now ...**

- Finalise your publicity material for print/distribution
- Provide venue with programme for event
- Review your budget
- Review your promotion plan
- Plan venue layout
- Confirm participation and duties with event helpers
- Confirm arrangements with all presenters and chairpersons
- Invite sponsors to attend event
- Arrange insurance cover if required
- Book hire furniture if required
- Order sound system if required

**And finally, calling all Wellingtonians ... put Thursday 3rd March in your diary!**

Joy Cowley will be delivering the Janet Frame Memorial Lecture, at 6pm on the Marae, at Te Papa – and in doing so, launches a month-long series of celebrations for New Zealand authors, illustrators and books in Wellington .

This event is open to the public and will appeal to teachers, librarians and book-lovers everywhere – but especially those grown-up children who were first introduced to books through Joy Cowley's writing. The event will be recorded by Radio NZ National, and Joy will be interviewed on TV One's Good Morning show on Wednesday 2nd March. For more details, or with offers to help, please contact Maggie Rainey-Smith at [maggie@at-the-bay.com](mailto:maggie@at-the-bay.com).

**Lots to do, but we have over 200 events in the making for New Zealand Book Month – so let's all go make some noise about them!** Do contact me at [beth@nzbookmonth.co.nz](mailto:beth@nzbookmonth.co.nz) with updates on your events, or to get advice on last-minute details. But remember – you need to **post accurate details of your events online by Thursday 10th February**, so that we can include them in our press briefings!

Beth Davies  
National Co-ordinator  
[beth@nzbookmonth.co.nz](mailto:beth@nzbookmonth.co.nz)

: Month, PO Box 304013 , Hauraki Corner, Auckland 0622