



Dear Book Month activists,

We're thrilled to see all of your events shaping up for another great New Zealand Book Month in March. I know Beth has been working closely with many of you – so here's a chance for me to say many thanks to Beth, for all her hard work so far, in building another great community programme for 2012. I'd also like to acknowledge Creative New Zealand for supporting the NZBM community events programme again this year. Last but not least, thanks to all of you too – your events are at the very heart of our activity this March.

The updated activist pack is now on the New Zealand Book Month website. We have available a range of information that will help you build the best possible New Zealand Book Month event. There's a lot of detail in these files but please make time to go through them. It is well worth the effort.

This pack includes:

- An introductory letter
- An overall activist pack including a checklist for your events – this is a one stop shop for building a great event!
- 2 X press release templates for both before and after your event – just adjust and use!
- Media lists for your local region - promote your event! We have never been able to provide breakdowns of regional media before.
- An overview of all the national events planned so far – feel free to mingle with one another!
- An invoice template that you can fill in and send back to us once your funded event is complete

These files are now available for you on our website in 'get involved' under 'Your toolkit' or [just click here](#)



So what do we all need to do to make this year a real page-turner?

A few reminders...

- **February 7th is the deadline to get your event listed on the NZBM website.**
- You must include the **time** and **venue**.
- List your event on the website **NOW** so we can begin promoting your activity very soon



We need great photos of your events!

And we want to be able to show these photos off to the world!

Which means we need permission to be able to show these on our website and on flickr and facebook. *Please remember to ask attendees to let you know if they have any objections to their photograph appearing online or in the media.*

The New Zealand Book Month Logo – please use it!

Don't forget, you must use our logo on any materials you use to promote your book month event.

The logos and posters are available on our website just [click here](#)



If by some quirk of fate you need to cancel your event...

These things can happen but please: CONTACT US IMMEDIATELY.

Now, all eyes are on March!

We're looking forward to another great book month.

If you have any questions in the mean time don't hesitate to get in touch with either Beth or myself.

Kind regards,

Megan Dunn – Project Manager

New Zealand Book Month

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