

# AUTHOR & ILLUSTRATOR APPEARANCES: How to Plan a Successful Visit!

## Why host an Author/Illustrator visit?

An author or illustrator visit provides an exciting opportunity for students, teachers, parents and people in the community to interact with and learn from people who create books for a living! These visits build and promote excitement for reading and writing.

### I. How do I set up an author visit?

- Decide why you want to host a visit and who the audience will be. Consider age and grade levels.
- Decide which author or illustrator best fits your needs. Author programs are outlined in this brochure and also on our website at [www.peachtree-online.com/authorprofiles.pdf](http://www.peachtree-online.com/authorprofiles.pdf).
- Have a few dates in mind for the visit. (You will need to schedule a visit four months to a year before the actual date, whenever possible.)
- Decide how many students, teachers, parents and others will be in attendance. This number will help you determine how many presentations the author will need to do throughout the day. Four to five programs, lasting 45 minutes each, are about all most authors can fit into a whole day. Consider what you want to achieve from the visit and what size audience will help ensure its success. Teacher supervision and support is always expected during the entire visit.

#### Discuss Honorarium

Author and illustrator honoraria range from \$400 to \$2,500+ a day. Meals, lodging and traveling expenses are not included in this fee and are the responsibility of the Organizer to arrange. If you would like honorarium information for a specific author or illustrator, please contact Peachtree Publishers at (404) 876-8761 x111. Call Lesley Rowe in our sales department at x112 to find out how to use book sales to help fund your author visit.

#### Confirming the Event

A contract agreement will be sent to your school's Organizer detailing and verifying the date of the visit, honorarium and other fees. An electronic press kit, which includes information about the author's books, a biography and photo, is available on request and can be sent to the school. A copy of the signed agreement must be sent to Peachtree Publishers to finalize all arrangements. The author/illustrator will get a copy of

this signed agreement. A cancellation charge may apply if a scheduled event is cancelled after a signed agreement has been processed.

**Note:** Scheduling multiple school visits in the same district, around the same time may help defray the cost of the entire event. Each school will need to have an Organizer make arrangements with Peachtree Publishers and will need a separate Contract Agreement.

**If personal author information is obtained any time during preparations of an event, it should always be kept confidential and should only be shared with Organizers of the event.**

#### Travel Arrangements

Out-of-town authors may need to have flight and ground transportation (rental car or volunteer driver) arrangements organized for their stay. If a flight is not necessary, a mileage fee will be included in the day's fees.

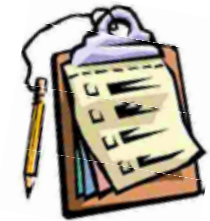
## II. What should I do before the Author visits my school?

### Create Excitement!

#### Students and Teachers

- Inquire about the availability of a Teacher's Guide for the book(s).
- Do an author/illustrator study. Have students read the author/illustrator's book(s) and discuss them during class.
- Create projects designed around topics in the book(s).
- Encourage students to make posters and signs to spread the word about the visit.
- Brainstorm questions with students to ask during the visit.

PEACHTREE PUBLISHERS: School Marketing Department  
800.241.0113 x111 or [kenyette@peachtree-online.com](mailto:kenyette@peachtree-online.com)



#### Parents and the community

- Ask faculty and parents to promote the event by creating flyers and contacting local media before and after the visit. (Please get permission from the author/illustrator before inviting local press to attend this visit.) A brief description of the day's events along with a few pictures can be sent to local newspapers to inform the community of your school's activities after the visit.
- Create an attractive display in the library or hall using promotional material from the press kit.

#### Ordering Books

- Have enough books on hand for the book signing. It is better to have too many books than not enough! (**Note:** Any books not used during the visit may be returned to the publisher in sellable condition.)
- Request an order form of the author's books to send home for students to pre-order books. Encourage students to purchase books before the day of the event to reduce confusion. (**Note:** You may also use the description from Peachtree's online catalog to create a flyer that could go home with students.)
- For more information about ordering books, please contact our sales department at (404) 876-8761 x112 regarding titles, availability, and ordering procedures. Orders should be placed at least 10-14 days before the event. Schools always get the following discount when placing an order:

|             |         |
|-------------|---------|
| 1-24 books  | 20% off |
| 25-99 books | 30% off |
| 100+ books  | 40% off |

eat lunch with a few teachers, staff and students. Please remember to provide water or soft drinks throughout the day as well as directions to the nearest restroom.

#### Helpful Tips for a Successful Book Signing

1. After purchasing books, students should form a line at a designated location close to the signing area.
2. Before the author signs the book, a parent or teacher should write each student's name on a slip of paper for correct spelling.
3. Assign another helper to sit beside the author during the book signing to take the book from the next student in line and turn to the title page before handing the book, with the slip of paper, to the author for signing. This process will help keep the line moving.
4. Parent helpers should be on hand to keep the book signing line orderly and to help sell books to last minute buyers.

#### The Day's Schedule

A schedule of the day's events should be given to the author/illustrator upon arrival. Follow the schedule as closely as possible to ensure a successful day. There should be 10-15 minutes between presentations and 30 minutes or more for a lunch break. An appreciated touch is to present the author/illustrator with a small student-made souvenir from your school. Make sure the check for the visit is ready to give to the author/illustrator on the date of the event.



ENJOY THE DAY!

## III. What do Authors need during their visit?

All authors and illustrators have different needs. Ask the author/illustrator what he/she will need before the visit. Some items that may be requested include: paper, pencil, microphone, projector, flip chart or easel, podium, and water.

Arrange for a small group, possibly consisting of two parents and a teacher, to greet the author and help him/her throughout the day. Lunch should also be provided some time during the day. You may want to invite the author

#### After the Visit

- Send thank-you cards to the author/illustrator and all helpers during the event.
- Create a newsletter detailing the visit.
- Ask staff and students to write about their experiences and to provide feedback to use when planning another author/illustrator visit.
- Send a few pictures and a summary of events to local media to demonstrate how your school helps promote and celebrate literacy!

## Fundraising Ideas!

Find fun and easy ways to raise money for the author/illustrator visit. Many schools use grant money. However, your school could have a pickle or bake sale, car wash, games or dance festival. Media Specialists can ask students to donate used books from home and have reduced price book sales. Silent auctions and corporate donations are also other ways to help raise money. Allowing students to become involved in these events will help build excitement, ownership, and responsibility for the visit.

