



A PENGUIN FOR EVERY READER.

SCHOOL & LIBRARY

Penguin Young Readers Group - Planning an Author Appearance

Thank you for your interest in hosting one of authors and/or illustrators! We're excited to work with you to make this appearance the best possible. You should start planning as soon as you can - at least six months in advance, if not more. Please feel free to reach out to the Author Appearance Coordinator at penguinauthorvisits@gmail.com with any questions.

KNOW THE DETAILS OF THE VISIT:

- What is the ideal date, time and location?
- How many sessions will there be and who will attend? What will the author do at each session?
- What is your budget? You will need to pay the author's honorarium, transportation (airfare/gas mileage reimbursement/ground transportation), hotel and meal costs.
- If you are interested in hosting a book signing, you must consider the number of books you need to order, who will be ordering the books (your venue or a local bookstore, etc.) and when the signing(s) will take place.

CHOOSE AN AUTHOR:

- On our website, you will find information about available authors and illustrators. If you have interest in one or multiple authors, email their names to the [Author Appearance Coordinator](#) to find out their appearance information. Having multiple choices is often beneficial if your first choice author is unavailable.
- If you are struggling to find an author that would match your event, reach out to the [Author Appearance Coordinator](#) with your parameters to work on finding the perfect author.

FINALIZING THE VISIT:

The Author Appearance Coordinator will work with you to finalize a final invitation that will then be sent to the author. From there, the author will either confirm or decline based on their availability. If they confirm, the Author Appearance Coordinator will send you a contract and ask you to sign and return via email. Once you do so, you will be reconnected with the author directly for them to cosign the contract as well as work on finalizing travel and any remaining details for the appearance (included below).

PLANNING THE DAY:

- **Transportation:** arrange for the author's travel and hotel accommodations as necessary. You will also be responsible for any ground transportation and meals during the travels and visit.
- **Equipment:** make sure you have everything the author needs for his/her presentation ready. This could include a slide projector, podium, wireless or lapel mic, or a glass of water.
- **Schedule:** provide the author with a detailed schedule of the day. We provide a sample schedule [here](#).
- **Payment:** the honorarium is due on the day of the appearance. Make sure to request the check ahead of time.

ORDER BOOKS:

You should do this as soon as possible - at least 6-8 weeks in advance. The Author Appearance Coordinator can provide you with an informational PDF outlining how to order books directly through Penguin at a 40% discount with free shipping. You are also welcome to use a local bookstore or institutional wholesaler to order the books.

OTHER TIPS:

- Involve the faculty, PTA, and the local community in the planning and events of the day. Make the author feel welcome!
- Make flyers and posters to hang up and distribute at PTA and School Board meetings.
- Read and discuss the author's book(s) with the students prior to the author's arrival.
- Have the students learn what they can about the author before the appearance as well as prepare a question or two if the author includes a Q&A in their presentation. This will ensure there will be no awkward silences!
- Do creative writing and illustrating projects and display them for the author when they visit.
- Utilize social media during your visit! Make sure you know the author's twitter handle and that they know yours if there are any great photos taken during their visit. This is also important to cover with a visiting author in case your school or library has certain regulations about posting pictures of attendees. Feel free to also interact with us on our social media via our [Twitter](#) (@PenguinClass) and [Facebook](#) (/PenguinClassroom).

PLEASE VISIT WWW.PENGUIN.COM/AUTHORAPPEARANCES FOR MORE INFORMATION

Dial Books for Young Readers • Dutton Children's Books • Firebird • Grosset & Dunlap • Kathy Dawson Books • Nancy Paulsen Books • Philomel Books • Puffin Books • G.P. Putnam's Sons • Razorbill • Speak • Viking Children's Books

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