



PENGUIN

YOUNG READERS GROUP

How to Plan an Author or Illustrator Appearance

Thank you for your interest in one of our authors 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.

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, hotel and meal costs.
- You are required to host a book signing so you must consider the number of books you need to order and when the signing(s) will take place.

CHOOSE AN AUTHOR:

- On Penguin's website you will find information about available authors and illustrators. **Select several authors** since your first choice might not be available. Consider local talent, first time authors/illustrators, mid-list, or backlist authors/illustrators.
- Once you've chosen an author, fill out the request form on Penguin's website.

PLANNING THE DAY:

Once a contract confirming the appearance has been signed, you will then need to make the following arrangements:

- **Transportation:** you must arrange for travel and hotel accommodations if necessary, and plan meals during the visit. Contact the author and find out travel preferences, accommodation requirements and any medical or dietary restrictions.
- **Equipment:** make sure you have everything the author needs for his/her presentation ready. This could include a slide projector, podium, microphone, or a glass of water.
- **Schedule:** provide the author with a detailed schedule of the day's event. See the Penguin website for a sample schedule.
- **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. Be sure to order the author's most recent book, since he/she is likely to talk about it during presentations. Contact your local bookstore or institutional wholesaler to order books. You may also order books from Penguin.

OTHER TIPS:

- Involve the faculty, PTA, and the community in the planning and events of the day. Make the author feel welcome!
Note: Whatever plans you make for the author, make sure he/she knows about them before the visit.
- Make flyers and posters to hang up and distribute at PTA and School Board Meetings.
- Read and discuss some of the books with the students before the author's arrival.
- Have students learn what they can about the author before the appearance.
- Do creative writing and illustrating projects and display them for the author when he/she comes.

Please visit www.penguin.com/authorappearances for more information.