

# Event Offerings at The Twig Book Shop

## **Types of Signings**

### Sit & Sign:

The author sits at a table where customers can bring their purchased copies for personalization. This is a good fit during the Farmers Market on Saturdays or if you do not like speaking in front of groups.

### A Reading:

This setting tends to be a bit more formal and includes a reading, Q&A, and signing. This is a set up that fits those who enjoy speaking in front of a group. Excerpts of the book can be read. Questions may be asked or discussion held. Seating is arranged in rows for the audience. This works well during less crowded times.

## **When Signings are Held**

We have signings on weekdays in the late afternoons from 5:00-7:00 so people can stop by on their way home from work. Occasionally, we stay open later to have events from 6:00-8:00 or 7:00-9:00.

On weekends we also allot two hour segments for signings throughout the day. (Saturday mornings during the Farmers Market from 9:00-1:00 is great for a Sit & Sign but not for anything more formal.) Saturdays and Sundays with start times between 1:00 and 4:00 can also be reserved in two hour periods.

## **Marketing the Event**

The author is, or his or her representatives are, the primary marketer/s. The thing that makes a really successful and fun event is getting family, friends, and colleagues out. Invite them all by email or snail mail. Tap in to appropriate community or organization membership. We have put together a Media Contacts list, as well as a few other resources, to air the author in marketing the event; these files can be found at the bottom of this web page.

Once we receive the graphic (jpeg) of a book cover, a brief (~50 words) bio, and summary or description of the book (from the author/representatives), they will be uploaded to our Event Calendar on our website, and appropriate signage will be placed in the store the week of the event. We send event information out to our local contacts, and we also include event reminders in our regular newsletters to our own ever-growing

email list, but personal author contacts are the most impressionable. People love knowing that the author wants them at the signing.

### **Food at the Event**

Food typically is not served at Sit and Signs. This is a crowded time and too many people come through unrelated to the signing.

The Twig does, on occasion, serve light refreshments. This is determined on a case by case basis.

The author is always welcome to provide as much or as little food as s/he may want. The event can be catered if desired. However, in general, people prefer something light. Wine and beer may be served when children are not involved.