

Checklist book presentation

- ☐ **Find a location**
- ☐ **Guest list**
 - ☐ Create an invitation
 - ☐ Family
 - ☐ Friend/acquaintances/neighbours
 - ☐ Colleagues
 - ☐ Others
- ☐ **Program**
 - ☐ Speaker to open the presentation and to ask questions (approach a well-known person or a friend) / master of ceremonies
 - ☐ Explain about the book: why you wrote it, for whom, what is it about
 - ☐ Select a passage to be read out aloud
 - ☐ Prepare a message to inform the press.
- ☐ **Press**
 - ☐ Create a list with local media and interesting websites
 - ☐ Send a press release announcing the book presentation to local media.
Mention at least location, date and time
 - ☐ Arrange photography and video recording of the event
- ☐ **Items you need**
 - ☐ Drinks
 - ☐ Snacks
 - ☐ Sufficient stock (books) for sales
 - ☐ A pen to sign your books
 - ☐ Business cards
- ☐ **Needed on location**
 - ☐ Chairs (depending on the type of audience)
 - ☐ Party tables (optional)
 - ☐ Book display (optional)
 - ☐ Microphone (optional)
- ☐ **Follow-up**
 - ☐ Place pictures and/or videos on your blog or website
 - ☐ Place news on your website or blog
 - ☐ Announce further events, such as upcoming book signings and promotion activities