

author

poet

speaker

educator

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## **Tips for Your Best Author Visit**

Here are a few tips to make your author visits the best day possible!

### **Prepare Your Students**

Read some of the author's books! For my poetry books, teachers or media specialists might share the entire book with primary grades. For older students, perhaps teachers will pick out just specific poems that work well with this age range.

Order copies of the author's books, within your budget, for your school library.

Plan book talks and art projects based on some of the author's titles.

Post signs around the school to spread the word that a special guest will be visiting soon.

Help students brainstorm some questions they want to ask about books or writing.

### **Publicize the Event**

Create a small committee of faculty, staff, students, and PTO/PTA members. Brainstorm fun and easy ways to promote the event. A few possibilities: Send home a newsletter. Make posters. Create a book display. These are all easy ways to build some buzz.

Contact the publisher and see if they will send you any promotional materials.

Send a press release to the local paper about the visit. Arrange to have photos taken. (Please note that most authors, including me, do not allow visits to be videotaped.)

### **On the Day of the Visit**

Please have someone available to meet the author and help get set up. Some ice water and a few minutes to freshen up would be wonderful! Please have the check ready when your author arrives.

Follow the schedule agreed upon in the contract. Different ages and sizes of audiences require very different presentations, and surprises can result in a less than wonderful experience. Also, please make sure the room and any A/V equipment is set up as agreed.

Let the author know what's expected of her or him during the lunch break. And have water or soft drinks available during breaks between presentations.

**Your enthusiasm creates great events. On behalf of visiting authors, thank you!**