



CHRONICLE BOOKS

Author Visit Program



First time hosting an author?

Thank you for your interest in inviting a Chronicle Books author to your school or library! Coordinating a successful author visit is easy—we have a few great tips for you below.

o Tip #1: Plan ahead and communicate

A successful author visit is the result of great planning and communication between you and the author. Consider starting your planning 8 to 12 months in advance of the date you're considering for the visit. After the author commits to a date, be sure to stay in regular contact with the author to discuss travel plans, schedule, and other details.

o Tip #2: Consider your budget

Some authors, especially if they're local, can be surprisingly affordable. Others can potentially charge an honorarium in addition to travel expenses. Keep your options open as to whom you might invite—there are many great authors out there!

Pro tip: bring in other community partners (such as local youth organizations, businesses, other schools or libraries). You can share programming, and they might pitch in with financial support.

o Tip #3: Prepare the students

The more the children know about the book and the author, the more significant the experience will be for them. Share the author's books with them ahead of time, be sure to have copies available in the classroom or library, and have them prepare questions for the author for the day of the visit.



o Tip #4: Form a welcome committee

Create an Author Welcome Committee of interested students, teachers, and/or community members. Have them design and hang posters and fliers to promote the visit.

It makes a world of difference to have welcome signs, a bottle of water, and a lunch break planned out for the author.

o Tip #5: Put books in the hands of kids

Make the author visit memorable for the students by putting their very own copy of the author's book in their hands. Below are a few of your many options:

- Chronicle Books—50% discount on orders of 24 or more books. You can return any unused, unsigned books.
- Your local independent bookstore—they can also help you out with group discounts.
- Online retailer (i.e. bn.com, Amazon)
- Institutional wholesaler (i.e. Mackin, Baker & Taylor, Ingram)

Questions? Please email publicity@chroniclebooks.com We look forward to working with you!

