

# DOYLESTOWN & LAHASKA BOOKSHOPS



## BOOKSHOP EVENTS MANAGEMENT TEAM

Store Owner - Glenda Childs

Lahaska Manager/Buyer - Nathan Halter

Doylestown Manager/Buyer - Jennifer Brenninger

Marketing & Events Manager - Krisy Paredes

### CONTACT INFORMATION

Krisy Paredes  
Marketing & Events Manager  
krisyparedes@gmail.com  
215.230.7610  
The Doylestown Bookshop  
16 S. Main Street  
Doylestown, PA 18901

### COMMUNITY PARTNERS

Discover Doylestown  
The Central Bucks Chamber of Commerce  
The Heritage Conservancy  
Pearl S. Buck International  
The Doylestown Historical Society  
Doylestown Hospital  
Delaware Valley University  
Central Bucks YMCA  
Mercer Museum  
James A Michener Art Museum

### UPCOMING AUTHOR EVENTS

Andrew McCarthy  
Michael Smerconish  
Jonathan Maberry  
Abby Hanlon  
Dorothea Benton Frank

The Doylestown Bookshop, an Independent store located in eclectic Doylestown, PA, has hosted numerous events, both big and small, to a great deal of success over the past 20 years. With just over 20,000 students educated in our school district, there are a large number of schools in close proximity to the bookshops that are always interested in author visits and a sizeable author-to-school events program which grows annually. Our Doylestown location is unique in that it is 8,000 square feet in size, and holds monthly book clubs, along with workshops, poetry nights, community meetings, and low- and high-profile author events.

In September of 2017, we opened The Lahaska Bookshop, a sister store to the Doylestown Bookshop. We have an experienced staff of bibliophiles in both locations who understand the importance of customer service, programming, and community support. *The staff of the Doylestown & Lahaska Bookshops are dedicated to working with our publisher partners to ensure a successful event in order to provide our customers with a robust and unique event line-up.*



School visit with Dav Pilkey

### 2017 EVENT HIGHLIGHTS

Date	Author	Publisher	Venue	Title	Sales	Attendance
3/24/17	Jennifer Lin	Roman & Littlefield	Doylestown	Shanghai Faithful	94	100+
6/10/17	Victoria Kann	Harper	Doylestown	Peterrific	232	100+
6/15/17	AnnaQuindlen	PRH	Off-site	Miller's Valley	277	228
6/29/17	John Grisham	PRH	Doylestown	Camino Island	482	300+
9/25/17	Art Garfunkel	PRH	Off-site	What is it all but Luminous	474	450
10/16/17	David Sedaris	Hachette	Kimmel Center	David Sedaris Diaries	177	400+
11/30/17	Hillary Clinton	S&S	Academy of Music	What Happened	568	600+

#### Doylestown Social Media

13,025 likes  
 1.3K monthly views  
 2,286 followers

251 followers  
 4,280 followers

#### Lahaska Social Media

539 likes  
 64 followers  
 309 followers

**100 + unique events per year**

## EVENT LOCATION

On-site at Doylestown:

200 person capacity for presentation

400 person capacity for signing only

Parking available in the parking lot behind the bookshop and metered spots in town. There is a free parking garage within a 5-10 minute walk from the store.

On-site at Lahaska:

50 person capacity for presentation

150 person capacity for signing only

Free parking available at the bookshop and around the Peddler's Village.

Off-site:

The Pearl S. Buck House - 7.6 miles

The Mercer & Michener Museums - 0.3 miles

Delaware Valley University - 2.4 miles

Multiple Elementary, Middle, and High Schools - 5-15 minutes from each bookshop.

## TRAVEL & ACCOMODATIONS

Philadelphia - 27 miles

New York City - 80 miles

Philadelphia International Airport - 46.7 miles

Lehigh Valley International Airport - 36.3 miles

The Lansdale/Doylestown Line of SEPTA regional rail connects Doylestown to Philadelphia.

Doylestown is served by SEPTA bus route 55 and heads south to Warrington, Willow Grove, Abington, and Olney transportation center in Philadelphia.

Doylestown is connected to New Jersey and New York by Trans-Bridge bus lines, with some daily runs extending north to Bethlehem, PA.

Hargrave House B&B - in downtown Doylestown

Hampton Inn Doylestown - 3.3 miles

Cock & Bull - in Peddler's Village, Lahaska



Owner Glenda Childs (r) with Anna Quindlen and reporter Liz Johnston

## EVENT ADVERTISING

- Signage in and out of store
- Event flyers inserted in bags
- Prominent and interesting book displays
- Webpage on website and online calendar
- Targeted social media advertising
- Select print advertising
- Event-specific e-Newsletter to 4,500+ person mailing list
- Sidewalk & community board signage
- In-store printed event calendars
- Local business cross promotion
- Local online event calendar postings
- Community bulletin boards
- Flyers and signage at local businesses
- Press releases to all local and Philly-area print, radio, online and TV outlets



NOFX



Hundreds gather for Debbie Macomber



Our staff with John Grisham and Lisa Scottoline