



TRIO Prep Checklist



1. AFTER CONFIRMING TRIO EXHIBIT

- +/- Post the exhibit dates on your store calendar and social media calendars. Be sure to like and tag SIBA, TRIO and any of the writers, artists, and musicians when you post and share TRIO. You can find their social networks here: https://sibaweb.site-ym.com/page/ba_trio#checklist

- +/- Schedule a one-hour staff meeting with Shari Smith.
- +/- Customize downloadable press release.
- +/- Consider ways to promote sales of featured books, including shelf-talkers, in-store display, partnering with local businesses, including record stores, etc.

- +/- Encourage staff to read featured books, write shelf-talkers, and talk to customers about upcoming exhibit and Live show.

2. FOUR WEEKS BEFORE TRIO "LIVE" SHOW

- +/- Order all books included in TRIO exhibit.
- +/- Alert local library, literacy council, book clubs, community reads programs, and teachers to TRIO exhibit.
- +/- Launch social media campaign to highlight the show and exhibit. Tag SIBA, TRIO, Working Title Farm, Libro.fm, and participating writers, artists, and musicians.

- +/- Send out customized press release to local media and customers. Include any partners cooperating to bring the exhibit to your town. Partners include Working Title Farm and Libro.fm.
- +/- Reach out to radio and tv stations. The TRIO Exhibit includes original music written by Grammy-winning musicians and songwriters.

3. ONCE EXHIBIT ARRIVES!

- +/- Share photos of the exhibit and use in your social media campaign.
- +/- If your exhibit is off-site and your website supports ecommerce, create QR codes for the books so people can scan and buy at the exhibit. SIBA will help create codes on request.
- +/- Send out press release specific to upcoming TRIO Live show.

4. TRIO LIVE SHOW (AND AFTER)

- +/- Take photos and share via all your social media channels.
- +/- Track sales of books around show, and after exhibit ends. Send SIBA results within two weeks of exhibit's end to allow time to register sales prompted by publicity around exhibit and Live show.
- +/- Let SIBA know any feedback regarding exhibit, Live show, and social media outreach.
- +/- Once the sales results and quote are received, SIBA will reimburse the bookstore for the one-hour staff meeting to pay for staff and snacks with receipts up to \$300.

