



Book & Movie Events

With so many books made into movies, it is natural to tie in the written word to the performance piece. This works well as a book club theme too, as well as stand alone events. Plan ahead – know what books are coming out in movies so you can schedule the book clubs reading of the book to precede the movie premier.

Format:

- Gather at theatre for movie and after movie the group goes to one gathering spot to discuss the book and movie.
- DVD screenings in a home; or identify a movie-tie in for a book club so they can watch it on their own time

Pricing:

- Can bundle the theatre ticket and book price as one.
- Have interested customers pay for ticket in advance for movie.
- If meeting for coffee after the movie for discussion groups, set a fix price with local restaurant, or see if the theatre has a meeting room that you can use and bring in refreshments.

Promotions:

- Create in-store display promoting the book/movie club; sign says “ask about our movie club and get a free bag of popcorn.” Give out microwave popcorn bags or movie size candy with movie club information taped to bag; display at POS.

Variations:

- Bundle DVD's of the movie with the books. (table scape)
- Revisit classics that are on DVD for smaller, private events, or having a local independent movie theatre to hold a special screening.
- Speak with the publisher about creating a premier screening, such as the one held at the NAIBA Fall Conference for the “Kite Runner” that could benefit a non-profit, or if the movie has some direct ties to your community.
- Sell books in movie theaters - even better if it is a local independent theater.

Display ideas & ideas: dress it up!

- Books related to the subject matter, location, or actors
- Film guides (like Leonard Maltin)
- Movie reviews
- old 8mm projectors (easily found second hand shops, attics, at flea markets)
– put them on table. Reel-reel tapes, old movie projectors, theatrical one sheets, (form local theatre)

Book tie-ins from Barron's:

Century of Movie Posters

Cut

501 Movie Stars

501 Movie Directors

1001 Movies You Must See

Moviemaking Course

Frankly My Dear

Upcoming Possibilities:

Kite Runner

Starting Out in the Evening

Mr. Magorium's Wonder Emporium

The Golden Compass

Charlie Wilson's War

Gideon's Gift

Or simply create a table that says "coming to a theatre near you" and display anything that was converted into a movie:

No Country For Old Men

Bourne Identity

Jane Austin's Book Club

A Mighty Heart

Into The Wild

Stardust

The Other Boleyn Girl